DOCUMENT RESUME

ED 140 333 CS 203 471

AUTHOR	Popovich, Mark N., Ed.
TITLE	Journalism Abstracts: M.A., M.S., Ph.D. Theses in Journalism and Mass Communication. Vol. 14.
INSTITUTION	Association for Education in Journalism.
PUB DATE	76
NOTE	212p.; Not available in hard copy due to marginal legibility of original document
AVAILABLE FROM	Journalism Abstracts, Business Office, Association for Education in Journalism, 431 Murphy Hall University of Minnesota, Minneapolis, Minnesota 55455 ($7.00 paper)
EDRS PRICE	MF-$0.83 Plus Postage. HC Not Available from EDRS.
DESCRIPTORS	*Abstracts; *Annotated Bibliographies; Audiences; *Communications; Doctoral Theses; Federal Government; Foreign Countries; Industry; *Journalism; Journalism Education; *Mass Media; Masters Theses; News Reporting; Publications; Publicize; *Research
IDENTIFIERS	Advertising; Audience Analysis

ABSTRACT

This book is an annual compilation of master's theses and doctoral dissertations written in schools and departments of journalism and communication in the United States. The aim of the book is to improve the flow of information about current research to students and teachers in journalism schools, to scholars in related disciplines, and to professionals in the mass media. The book contains 288 master's theses and 64 doctoral dissertations accepted at 50 colleges and universities from 1 July 1975 to 30 June 1976. The abstracts are arranged in alphabetical order by author. A subject index classifies the abstracts according to such topics as advertising, audience analysis, communication theory, communicator analysis, editorial policy and methods, education for journalism, foreign press and international communication, government and the press, history and biography, magazines, industrial journalism, public relations, visual communication, and radio, television, and films. (GW)

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ED140333

JOURNALISM ABSTRACTS

Published by the Association for Education in Journalism

Volume 14 • 1976

U.S. DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

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Editor: Mark N. Popovich
Department of Journalism
Ball State University
Muncie, IN. 47306

M.A., M.S., Ph.D. Theses in Journalism and Mass Communication

Correspondence about editorial and business matters should be addressed to Journalism Abstracts, Business Office, Association for Education in Journalism, 431 Murphy Hall, University of Minnesota, Minneapolis, Minnesota 55455. Copies are available from the Business Office at $7.00 each. Special rate to students of journalism and members of the AEJ, $6.00. Checks should be made payable to JOURNALISM ABSTRACTS.

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Preface

INTRODUCTION

Journalism Abstracts is an annual compilation by the Association for Education in Journalism of master's theses and doctoral dissertations written in schools and departments of journalism and communication in the United States. The aim of the book is to improve the flow of information about current research to students and teachers in journalism schools, to scholars in related disciplines and to professionals in the media of mass communication.

This book, volume 14, contains 352 abstracts submitted from 50 colleges and universities. It includes 64 doctoral dissertations and 288 master's theses. Comparison of the 1976 content with the content of previous years is an indication of how Abstracts has grown since its inception in 1963:

Year	Ph.D.	Masters	Total	Schools
1976	64	288	352	50
1975	49	238	287	40
1974	65	297	362	53
1973	57	245	302	53
1972	48	326	274	57
1971	81	375	456	41
1970	41	204	245	34
1969	58	261	319	35
1968	65	261	326	35
1967	51	213	264	35
1966	32	229	261	34
1965	35	196	231	34
1964	38	191	229	31
1963	17	141	158	27

The 1976 book includes those theses and dissertations accepted from July 1, 1975 to June 30, 1976. In addition, a few abstracts that missed the deadline for the previous year's volume are included. All abstracts were prepared by the students themselves or by their advisers. In three cases, master's titles have been included without abstracts.

While complete coverage is the goal of this series, a few schools and some students fail to participate. However, on the basis on this year's response from 50 institutions, the editor estimates coverage is approaching its goal and that volume 14 includes the vast majority of those theses and dissertations accepted during the publication period.

ACKNOWLEDGEMENTS

The editor first wished to express his appreciation to all students and advisers whose cooperation made this fourteenth volume possible. Prompt shipment of first quarter or first semester abstracts during the winter months substantially reduced last minute pressures.

This is the first year that Ball State University's Department of Journalism has had the privilege of producing this publication. The transition from the Ohio State University to Ball State University was engineered by former editor William E. Hall whose cooperation made the transition a very smooth one indeed.

Because it was the first year for Ball State University, supplies and equipment were needed to get this assignment underway. I would like to express my sincere appreciation to Dr. Louis E. Ingelhart, department chairman, for his financial and moral support of this project. His willingness to have me undertake this assignment, along with the moral support of my fellow faculty members, has made this first year a smooth one for me.

A number of students and staff members have helped to produce this publication. Graduate student Mark Knauff was responsible for typing all the abstracts. Students Bob Danielson and Steve Freedman coallated and indexed abstracts as they were received. Student secretary LaVon Boyd typed the index to volume 14 and she made all the corrections on the final copy after proofreading had been completed. Janis Zearbaugh, the department's staff technician, processed all the negatives, which were then used in the printing of the publication by Precision Printers in Muncie, Ind.

Ball State University is happy to render this service to its AEJ colleagues. We feel Journalism Abstracts is valuable to us as educators and to our students. Hopefully, it will be just as valuable to educators and students throughout the country.

--MNP
Muncie, Ind.
September, 1976

ORGANIZATION

The abstracts are arranged in alphabetical order by author for doctoral dissertations first, and then for master's theses.

An author index appears in the Table of Contents. A complete subject matter index begins on page 192. Numerals used in the subject matter index refer to the ABSTRACT NUMBERS which precede each abstract and not to page numbers.

OBTAINING COMPLETE STUDIES

Many of the doctoral dissertations described in this volume may be ordered on microfilm or in Xerox copies from University Microfilms, Inc., 300 North Zeeb Road, Ann Arbor, Michigan, 48106.

Master's theses usually may be borrowed through the Inter-Library Loan Service from the university library in which they are shelved. Most large libraries will provide microfilm or Xerox copies on request.

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Ph.D. Abstracts

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COST/UTILITY IMPLICATIONS OF PROVIDING ON-LINE SEARCH SERVICES THROUGH PUBLIC LIBRARIES

Alice Elizabeth Ahlgren, Ph.D.
Stanford University, 1976
Adviser: William J. Paisley

The purposes of this study were to determine if the public library is an effective channel through which to provide on-line retrieval services, to identify system usage patterns and user characteristics, to examine the impact on current library operations of an on-line service offered to patrons at no cost versus a fee-for-service system, and to offer policy recommendations, based on this information, for libraries interested in implementing on-line services.

Case studies of two different approaches to the provision of on-line services were presented. The first case study (called Project DIALIB) involved four public libraries in Northern California that provided on-line search services to public library patrons at no cost from October, 1974 through May, 1975. The second case study describes the provision of on-line services at cost to public library patrons in New York City through a university library (Teachers College Library at Columbia University).

Data for the case studies were collected through four major instruments: computer command summary sheets, search request forms completed by both the patron at the time of the search request and by the librarian upon completion of the search, follow-up questionnaries completed by patrons after receipt of the results of the search, and interviews with working librarians, head reference librarians and library administrators.

Both projects were examined along three major dimensions--actual search statistics, usage patterns and user characteristics, and library impact. Search statistics included information on the following variables: search costs, staff time devoted to on-line searching, location of source documents, and time to complete search. Usage patterns and user characteristics included information on: user occupations, reason for search, level of education, type of question, value of search to patron, number of useful citations, and source through which patron heard about the availability of the on-line service. Library impact included discussions of the impact of an on-line service on the reference service, the reference librarian, library policy, and the community served by the library. All variables were included in both case studies.

In addition, profiles of each library providing on-line services were compiled. These profiles were used to provide comparisons between each of the libraries and to explain some of the observed differences between libraries. Variables discussed in the comparison section include search time, number of on-line and off-line citations printed, time to return search results to patron, value of search to patron, patron occupations, search costs, and publicity sources.

Conclusions were: 1) that the public library can be an effective channel through which to provide an on-line search service; 2) that there is a substantial portion of the general public that will use an on-line service if one is readily available; 3) that provision of an on-line service does alter the image of the public library in the community it serves; 4) the success of an on-line search service depends heavily on both the initial provision of searches to patrons at no cost and on an extensive publicity campaign; 5) staff time is one of the most important factors affecting the success of an on-line search service; 6) the attitude of the head reference librarian towards the service will have a substantial impact on the speed and efficiency with which searches are completed.

Recommendations for library administrators considering the implementation of an on-line search service were: 1) staff who will be working with the system should be included in all preliminary planning activities; 2) an extensive publicity campaign should be conducted to advertise the availability of the on-line service; 3) free searches should be offered to patrons for an introductory period of at least six months; 4) staff time must be allocated specifically to on-line searching; 5) on-line searches are most efficiently provided through libraries which are easily accessible and which have a high percentage of "walk-in" patrons; 6) search requests should be negotiated directly with the librarian trained in on-line searching; 7) on-line search services should be supported principally by the users of the system.

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INGRATIATION IN THE INTERVIEW SITUATION

Richard L. Allen, Ph.D.
University of Wisconsin, 1975
Adviser: Steven H. Chaffee

Two small-sample field experiments were conducted to test hypotheses generated by the theoretical principle of ingratiation. The setting was the standardized public opinion interview. Ingratiation was examined separately within each study for effects involving race and the issue of Afro-American Studies, and sex and the issue of Women's Studies.

There were three independent variables in each case: interviewer race, respondent race, and interviewer affiliation with Afro-American Studies (cue); and interviewer sex, respondent sex, and interviewer affiliation with Women's Studies (cue). Dependent variables included support for the issue (Afro-American Studies or Women's Studies), plus an affect-oriented index regarding blacks for the tests involving race.

Each interviewer was responsible for four interviews. In half of the cases, the interviewer said he or she was from the Afro-American Studies Department, and in the other half from the Women's Studies Department. Approximately half of the interviewers were black and half white, and approximately one-half of each of these groups were women, half men.

In both studies, a 2x2x2x2x2 factorial design was employed. The race and sex of the interviewers were crossed with race and sex of the respondents, who were purposely sampled for these characteristics from within a stratified random sample. Cue was the final factor.

In the first study, in which only the main effects were investigated, it was found that black respondents gave higher favorable responses on race issue-oriented items. Also, respondents gave higher favorable responses when the interviewer made a verbal identification with the Afro-American Studies Department. For the race affect-oriented items, respondents who received the Afro-American Studies cue gave more favorable responses than those who received the Women's Studies Cue. Female interviewers received more favorable responses than male interviewers on the women issue-oriented items, but the experimental manipulation (cue) had no significant effect.

In the follow-up study, black interviewers received more favorable responses than white interviewers on the race issue-oriented items. Black respondents gave more favorable responses than white respondents, while white respondents gave more favorable responses to black interviewers than to white interviewers. For the race affect-oriented items, black interviewers received higher favorable responses than white interviewers, and again, white respondents gave higher favorable responses to black interviewers than to white interviewers. Female respondents gave higher favorable responses than male respondents on the women issue-oriented items, but again there were no ingratiation effects of the experimental manipulation regarding sex. There were large percentage differences on the items used to explore race of interviewer effects, but only one reached statistical significance.

This study revealed ingratiation effects on the manipulation directly related to the interviewer, but primarily when they pertained to race matters. While these findings support the work of other researchers, they indicate that ingratiation may not be a general phenomenon that applies to all opinion topics.

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TELEVISION AND THE EDITORIAL CRUSADE: A CASE STUDY OF WTVJ-TV, 1965-1973

Paul George Ashdown, Ph.D.
Bowling Green State University, 1975
Adviser: Malachi C. Topping

The hypothesis that a television station can conduct an effective editorial crusade was tested by a case study of WTVJ-TV, the first television station to editorialize on a daily basis.

A content analysis of 1062 editorials on local issues broadcast by the Miami, Florida, television station between September 3, 1965 and September 3, 1973 was conducted. A system of content categories for recording subject themes and mechanical and rhetorical factors within the editorials was developed. Editorials were coded according to the categories and themes were rank ordered. Themes dealing with crime and judicial issues were predominate. Clusters of editorials within the thematic orderings were identified as crusades if they met tests of continuity, intent and subject developed by the study.

Two crusades were identified. During 1966 the station broadcast 73 editorials--65 of them consecutively--against inadequate law enforcement. The crusade became a multi-media phenomenon involving local newspapers, television and radio stations and eventually drew national and international attention. The crusade resulted in indictments against public officials and a decision by the electorate to make the sheriff an appointed official. A second crusade involved 12 editorials about unsanitary conditions in restaurants. The crusade resulted in passage of an ordinance strengthening the regulatory powers of officials to deal with the situation.

The crusades were studied within the context of station history and policy, community development and the professional orientation of the editorialist, Ralph Renick. A gatekeeper profile of Renick as news director and editorialist was included. The regulatory, journalistic and historical issues concerning the television editorial were discussed. The study affirmed the hypothesis and developed a methodology for further analyses of television editorials and editorial crusades.

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THE EFFECTS OF TELEVISED POLITICAL ADVERTISEMENTS ABOUT CANDIDATES

Otis Wayne Baskin, Ph.D.
University of Texas, 1975
Adviser: Alan Scott

The study used 120 subjects in an application of perceptual balance and image theories to an investigation of the effects of television advertising on candidate image. Six video taped political advertisements were used as the independent variable to investigate the extent to which voter's perceptions of political candidates are stimulus- or perceiver- determined. From the perceptual balance perspective it was predicted that the image voters form about a political candidate would be determined by their attitudes about the party with which he is affiliated since these perceptions are perceiver-determined. Image theory's stimulus-determined theses would predict a significant effect on voter perceptions from televised advertisements since they appear to be the chief means by which candidates attempt to create an image.

A comparison of pre-stimulus Party Image ratings and post-stimulus Candidate Image ratings using multiple discriminant analysis revealed a strong dominance for stimulus-determined variables. Multiple regression analysis supported the above results with post-stimulus Message Evaluation variables being the most significant predictors of Candidate Image Scores.

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WILLIAM HONE'S POLITICAL JOURNALISM, 1815-1821

Ann Bowden, Ph.D.
University of Texas, 1975
Adviser: DeWitt Reddick

William Hone's Political Journalism, 1815-1821 examines with bibliographical, historical emphasis the publishing activities of the English bookseller and author, William Hone, a man of vigorous non-violent Radical convictions, who chose to bend all of his efforts to an effective use of the printing press, as a weapon in the struggle to gain freedom from severe governmental oppression for all citizens of England. Notoriety first came to Hone in 1817, when he was the victor in a confrontation with the Government, which brought him to trial on three consecutive days for the publications of three political parodies written in the style of the Anglican ritual. After three successive acquittals, Hone was hailed as a political martyr and described by his supporters as a man of "extensive knowledge" "varied talents," "manly intrepidity," "energy of mind," and "unshaken perseverence." The strain of the trials, and the temporary relief from financial concerns because of a nationwide subscription, resulted in a virtual cessation, during 1818, of the active publication program he had pursued in 1815, 1816, and 1817. In 1819, in response to further intolerable oppression, Hone began publication of fewer titles each year, with many being parodies illustrated by George Cruikshank. The most popular of Hone's titles was the Hone/Cruikshank collaboration entitled The Political House that Jack Built, which gained best-seller status with dozens of imitations being published in support of both Radical and Tory views. The death of King George III, the accession of King George IV to the throne, and the latter's attempted divorce of Queen Caroline, gave the Radicals a cause celebre during 1820, which Hone actively supported until the death of Queen Caroline in 1821. The Queen's sudden death, combined with a certain liberalization of Governmental tyranny on the national scene, as well as Hone's growing interest in the value of publications based on antiquarian matters and unrelated to politics, ended his career as a political journalist. Hone's corpus of more than 190 titles, the great majority of which were politically motivated, proved to have a significant effect upon the thinking of the people, and also upon the gradual progress made by the Government toward the reforms instituted in the Great Reform Bill of 1832.

SOCIAL STRUCTURE AND THE DIFFUSION OF INNOVATIONS: A NETWORK ANALYSIS

Pasqual Dean Chavers, Ph.D.

Stanford University, 1976

Adviser: William J. Paisley

The present study focused on the comparison of characteristics of individuals (individual variables) and the characteristics of the communication network (network variables) in accounting for the variance in time to adoption of innovations in education. Individual variables are operations of the attributes of individual actors. Network variables are operations of the attributes of the communication network which links individuals together in a social system. Time to adoption is the length of time from first knowledge of an innovation until its first use by individuals.

Teachers at four boarding schools for American Indian high school students were interviewed between December 1974 and May 1975. There were 159 teachers in the final analysis.

The major objectives of the study were: 1) to ascertain the total variance explained by 39 individual variables, 2) to ascertain the total variance explained by 46 network variables, and 3) to ascertain the total variance explained by the "best set" of predictors from both individual variables and network variables considered together in one simultaneous equation.

A network analysis was performed on the social relations of the teachers at the four schools. From this network analysis, eleven groups of interconnected teachers emerged, and the output from the network analysis was used to calculate the measurement of network variables.

The data were analyzed by zero-order correlations between each individual variable and time to adoption, and between each network variable and time to adoption. At the zero-order level of analysis, only four of the 46 network variables were significantly correlated with time to adoption. Only seven of the 23 individual continuous variables were significantly correlated with time to adoption. One of the categorical individual variables was significantly correlated with time to adoption.

All network variables together in multiple regression accounted for 45% of the variance in time to adoption, with a multiple R = .67. All individual variables together in multiple regression accounted for 45% of the variance in time to adoption, with a multiple R = .67.

The best set of predictors from network variables (eight variables) accounted for 36% of the variance in time to adoption (multiple R = .59). The best set of predictors from individual variables (eight variables) accounted for 39% of the variance in time to adoption (multiple R = .62).

It was concluded that network variables and individual variables seem to be roughly equal in predictive power, when considered independently of each other, but that, when considered together, the individual variables are more powerful as predictors of time to adoption than network variables. The climate and makeup of the group to which individuals belong in a system may be more important as a determinant of individual behavior than the network characteristics of individual actors.

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THE FUNCTION OF CHINESE OPERA IN SOCIAL CONTROL AND CHANGE

Philip H. Cheng, Ph.D.
Southern Illinois University, 1974
Adviser: Bryce W. Rucker

This dissertation examines the structure and function of Chinese opera, known also as Peking opera, as an effective communication medium of social control and change in China, a land populated by 800 million people and nourished with a 5,000-year civilization.

The study, following the structural-functional analysis, content analysis, and factor analysis, is based mainly on materials from Chinese Communist official documents and publications and on professional journals, including Xiju Bao (The Theater Journal), and Qu Yi (The Operatic Art), both published in China.

As a traditional performing art, Chinese opera is of ancient origin, dating from the earliest folk songs and folk dances of China. For generations, it has functioned in various ways as a communication medium in entertainment, education, and information. In the past, the themes and plots dealt mostly with old cultural values, e. g., filial obligations, loyalty, chastity, humaneness, benevolence, love, peace, fraternity, trustworthiness, scholarly dignity, and equality, by presenting concrete behavioral models which peasants could understand. Unlike the Western opera which is essentially a spectator art, Chinese opera is a participant art in that many of the arias are sung by the Chinese like folk songs.

Because of its popularity and wide acceptance as a source of entertainment and social standards, and above all, because it can involve the audience as active participants, Chinese opera has been chosen by the Chinese Communist Party as an instrument to bring about changes in behavioral norms and cultural values and to mobilize support for the new regime's policies.

The strategy of the Chinese Communist Party has been to retain the form of the traditional Chinese opera but to completely change its contents. While the music and modes of acting still remain the same to ensure popular acceptance, the traditional moral themes and plots have been replaced by Communist ideology or revolutionary causes. The stated goals of the revolutionary Peking opera are: destroying the old and establishing the new; fostering proletarian ideology and eradication bourgeois ideology; combating egoism and repudiating revisionism; heightening political consciousness; and reshaping the Chinese culture. The overall objective is ideological transformation.

Generally speaking, the traditional and revolutionary operas differ greatly because of their orientations. Thr traditional ones emphasize the "loving" factor which consists of personal feelings, family love, human passions, and individual rights. The revolutionary plays, on the other hand, stress the salvation factor which calls for full dedication of the general masses to the Communist revolutionary causes. Loyalty is emphasized in both traditional and revolutionary operas; however, the value is always given different interpretations which are desirable to the ruling classes. National security or the concept of nation is mentioned, but not emphasized, both in traditional and revolutionary operas. As a result, a number of important values, such as patriotism, become diluted.

Three major components, each playing a distinctive role, are identified in the structure of the Chinese Communist revolutionary opera as an instrument for social change. First, the Chinese Communist Party authorities, especially the top ones, exercise full control of the design, planning, direction, production, writing, and content of the opera as a whole. The second component consists of playwrights, directors, and performers who carry out the objectives of the Communist Party through their respective role performances. Finally, the members of the audience play a role by participating in the performance, learning the contents of the play, applying the new norms and values to their behavior, and providing feedback to the authorities through assigned channels of the Communist Party. Revisions are made on the basis of audience feedback as well as official evaluation by the Communist Party in order to achieve greater effectiveness.

Furthermore, the shift from traditional opera to revolutionary opera is anticipated to have the cognitive function of indicating to the people the preferences of the Chinese Communist Party of party leaders (particularly Chairman Mao) regarding behavioral norms, cultural values, and appropriate ideological commitment. The new behavioral norms and values are not presented in abstract slogans but through concrete behavioral models which the peasants are able readily to understand and follow. The revolutionary Peking opera also has served an instrumental function--to mobilize the general masses to follow the policies designed by the Chinese Communist Party, or party leaders, especially Mao; to elicit full support for them; and to solicit their participation in various campaigns. Chinese opera, both traditional and revolutionary, also serves an emotional function. Participation in opera, whether as playwrights, performers, policy makers, or even members of the audience, provides a mechanism for some individuals or institutions to release their frustration and anger.

The new revolutionary opera, despite rather drastic changes from the traditional Chinese opera in both themes and costumes, appears to retain the popularity of its predecessor, largely because of its age-old familiar form and entertainment values. There is evidence to suggest that of all the communication media employed by the Communist Party, Chinese opera receives the most enthusiastic acceptance by the audience.

From an analysis of Communist documents and publications, it seems that the revolutionary Peking opera has been effective as a means of teaching the populace the new norms in order to elicit behavioral conformity. It has also been effective to a lesser extent in creating a degree of political consciousness among the Chinese people who traditionally were unconcerned about political processes. Whether Chinese opera has achieved its objective of ideological transformation, however, remains yet to be seen.

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COMMUNICATION SYSTEMS AND SOCIAL CHANGE
John Michael Cipolla, Ph.D.
University of Iowa, 1976
Adviser: Hanno Hardt

In this dissertation those patterns of change peculiar to and inherent in the human condition are addressed, and a framework within which that change may be understood is sought. The premise basic to this investigation is that the human condition is an estate founded in and legitimated by communication, and that change in that estate may be comprehended in terms of communication.

In order to realize such a framework for the understanding of social change, the work of Ernst Cassirer, with special emphasis on his notion of animal symbolicum, is considered. This is found to provide a basis for a communicationally oriented definition of community, i.e., the idea of epistemic community: two or more people who pragmatically share knowings, who agree on what not to disagree on in regards to those knowings, and thus can get on with that business which is made possible by those knowings.

This idea of epistemic community is then applied to Mannheim's and Vickers' observations on contemporary society, and it is recognized that any complex society has within it a variety of epistemic communities. It is further posited that, as these communities are founded in and legitimated by communication, i.e., are not natural but are artifactual, there is no reason to assume that the bases of these communities are logically compatible. It is thus possible that a member of a contemporary society may be able to use different logics when confronted with different situations.

The problem then addressed is the understanding and analysis of situations in which: 1) a member of a complex society confronts a phenomenon to which he may, without contradiction, apply two or more logics which he had previously thought to be contradictory; or 2) when he finds that he may, consistently, apply a logic to two or more phenomena which he previously thought were incompatible. It is concluded that situations of this type and the actions of individuals involved in such situations may be understood and analyzed via an examination of the communication systems in which the individual participates.

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INFLUENTIAL FACTORS IN FRESHMEN STUDENTS' DECISIONS TO ATTEND NORTHEASTERN OKLAHOMA STATE UNIVERSITY

Kenneth Leroy Collins, Ed.D.
Oklahoma State University, 1976
Adviser: W. J. Ward

This study identifies factors which appeared to influence students' decisions to attend Northeastern Oklahoma State University. Such identification would be beneficial in increasing freshmen enrollment. Information also was needed to provide Northeastern Oklahoma State University administrators with data useful in implementing policies that might affect a student's selection of the university.

A five-point rating scale was administered to 198 freshmen enrolled at the university during the 1975 spring semester. Nine influential factors were placed under each of the major headings of Primary and Secondary influences. Primary influences were those characteristic of most public universities and were considered to be influential in students' selection of a university. Secondary influences were those characteristic of Northeastern's recruitment and public relations program and considered to be influential in students' selection of that institution.

Over-all, the Primary influences were more influential than Secondary. Of the Primary influences, the two most important were "I was able to receive financial aids: and "Friends of mine are attending the university." These two factors continued to be predominant when McQuitty's Elementary Linkage and Factor Analyses were employed to identify groups of Primary and Secondary factors that were viewed as similarly influential on decisions to attend the university. These factors also comprised the predominant cluster when all of the Primary and Secondary factors were intercorrelated and factor analyzes.

Recruitment efforts, in themselves, had little, if any, impact in influencing students to attend the university. The two most expensive items in the recruitment program--sending recruiters to the high school, and preparation of brochures--had no detectable influence on the students. The study also revealed no single set of factors that definitely influenced students to attend Northeastern Oklahoma State University.

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VIDEO TECHNOLOGY IN THE COURTS: THE EFFECTS ON JURORS

Mary Margaret Connors, Ph.D.
Stanford University, 1976
Adviser: William J. Paisley

Because of jammed dockets and backlogged cases, many court systems in the United States are approcching a crisis in administration. Addressing this issue, suggestions have been offered which range from allowing more cases to be decided by non-unanimous verdicts or reducing jury size, to restricting the right to a trial-by-jury of limiting the right of appeal. A proposal that many believe can alleviate the problem of crowded courts, while still preserving the freedoms that are considered basic to our system of justice, involves the use of videotape in the courts.

Videotape has been proposed for use in the courts to present evidence, to present testimony, to present entire prerecorded videotaped trials, and to record trial proceedings. Each of these uses has raised legal and procedural questions. These questions, although not totally resolved, are decreasing in importance as more experience is gained with the technology, and as cases involving the use of videotape are brought to appeal, decided, and used as precedents for new cases. As the legal and procedural questions diminish in importance, the questions that have become foremost concern the potential impact of this new technology, and particularly the impact on those who will be deciding cases. Concern over impact is particularly strong when video is proffered to present testimony or for a prerecorded trial. Although these uses of video promise to eliminate many of the present delays (such as postponement when witnesses or attorneys cannot appear in court at the assigned time), they also raise in the minds of many the issue of how juror opinion of the participants and of the trial itself will be affected by the medium of communication. The study reported addresses this issue.

One hundred twelve subjects served as jurors in a series of mock trials conducted at Stanford University's Law School. Each jury consisted of 14 persons. Each of four trials was observed by a jury in the courtroom as it occurred. At this time the trial was recorded on videotape. Several days later, the video trial was shown to another jury. Trials lasted between five and six hours. The subject matter for each of the four trials was the same - alleged racial segregation by a California school district. The jurors for all eight trials were recruited at the same time from the community-at-large, and no juror served on more than one trial (either live or video). In each trial the jurors were voir dired (i.e., questioned to determine if they could be impartial), and in each trial they delibated their decision for one hour. Half of tHe jurors in each trial (both live and video) completed questionnaires prior to deliberating; hald the jurors in each trial deliberated before completing questionnaires. The responses to the questionnaires and the findings of the juries formed the bases for comparison of the live and video conditions.

The results of this study show many similarities between responses of live and video jurors. There was no evidence of differences in sympathy for, or identification with, participants related to the viewing condition, nor was there any differences in verdict related to viewing condition. Only for the more significant participants (in these cases the attorneys) did some differences in perceptions emerge as a result of the viewing condition. Some attorneys were perceived more positively along the "activity" and "approachability" dimensions when seen on video than when seen in the courtroom. Attorneys who benefitted by being seen on video were those who had been perceived less positively than their colleagues in the live situation. These results are related to other research in this area in an attempt to form a theoretical base from which pertinent questions can be considered further.

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PURLOINED PAPERS AND INFORMATION AS PROPERTY: A STUDY OF PRESS-GOVERNMENT CONFLICT

Everette E. Dennis, Ph.D.
University of Minnesota, 1974
Adviser: Donald M. Gillmor

With increasing frequency since the mid-1960's when it became more difficult for the public officials to recover libel damages against the news media, courts have adjudicated cases in which information is defined as property. Thus a concept of public property was invoked as a constraint of First Amendment freedom of speech and press. In this study which utilizes legal-historical and survey methods a hypothesis is advanced that courts in explicating a concept of information-as-property in the public sector are limiting press freedom. Secondly, the study attempts to ascertain whether information-as-property litigation was stimulated or motivated by the consequences for public officials of the landmark Supreme Court case of New York Times v. Sullivan.

Toward this end the study examines various legal concepts that have been applied to the information-as-property notion. These include statutes provided by the Espionage Acts of 1911, 1917 and 1950 which specifically protect government property (sometimes papers and documents); state statutes related to stealing or receiving stolen property and the ancient common law of trover and conversion. Some attention is also given to copyright as it applies to public officials and their papers.

Chapter 2 explicates the legal concepts and develops them in some detail showing their application over the years. Chapter 3 provides a historical framework with a comparative case study involving the purloining of Jay's Treaty in 1795 and the Mexican War Treaty in 1848. Chapter 4 discusses the various cases arising out of the 1971 Pentagon Papers controversy, especially that litigation related to the New York Times, Washington Post, Senator Mike Gravel and Daniel Ellsberg and Anthony Russo.

Chapter 5 examines earlier applications of purloined papers and information-as-property in cases involving the late Washington columnist Drew Pearson. Chief among these is the Pearson v. Dodd litigation which led to a modern application of trover and conversion. Chapter 6 carries the information-as-property discussion to the states with a comparative study of a California case, Kunkin v. the People, involving the Los Angeles Free Press, an underground newspaper, and a strikingly similar case in Vermont involving the Concord Daily Monitor. Chapter 7 is a survey of Freedom of Information officers in Federal departments and agencies. The survey was initiated to ascertain the degree to which purloined papers are a problem at the Federal level. Chapter 8 attempts to resolve the information-property conflict by suggesting a public interest standard for adjudicating future cases.

Findings of the study indicate that information-property litigation is increasing and can be linked directly to the difficulty public officials have in recovering libel damages. The study also points up the confusion in the law on the purloined papers issue and the need for clear legislative action.

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CLASS STRUGGLE AND THE TRANSMISSION OF IDEOLOGY: AN ANALYSIS OF THE COLOMBIAN SCHOOL SYSTEM

Elssy Bonilla De Ramos, Ph.D.
University of Wisconsin, 1975
Adviser: Marion R. Brown

The purpose of the present study is to work out a new theoretical and methodological approach to the study of ideology and to analyze concretely the process by which ideology is communicated within the Columbian school system.

The author criticizes currently accepted approaches to the study of ideology on grounds that they overemphasize the role of ideology in the maintenance of social cohesion; that they incorrectly conceive of ideology as a purely imaginary representation of real experience; that they confine the study of ideology to the analysis of rules which structure discourse; and that they underemphasize the processes of social change and transformation.

The author argues that ideology is itself a process which parallels and reinforces class struggle; that successful study of the ideological process cannot be limited to analysis of the structure and latent content of messages; and that it should also include examination of the means by which ideological messages are created or selected and circulated in support of class interests.

Following this approach, the author analyzes ideological processes operating at various levels in the Colombian school system.

1. At the level of the organization of the school system, the author demonstrates that urban-rural and private-public distinctions in the school system tend to parallel class distinctions. Analysis of census data shows that each sector is capable of satisfying the "educational needs" of its clients, provided that those needs

are defined by the clients' respective class positions and by their position in the existing social division of labor.

Legal aspects of the Colombian education system were also analyzed from a class perspective. This analysis dealt with the class implications of concrete historical conditions which surrounded educational laws which have been promulgated since the middle of the last century. The analysis showed that in contrast with the actual organization of the Colombian primary school system, which is highly discriminatory, the laws establish an ostensibly egalitarian educational system.

These aspects of the Colombian educational system (its actual organization and the class nature of educational legislation) constitute basic elements of the ideological process taking place in the system. The author presents evidence that the content of reading textbooks is not as important in the formation of children's perceptions of ideology as are the children's class related experiences within the school system.

2. To deal with the analysis of the educational content and the way in which it was perceived by the children, five Colombian primary schools were selected. They included one upper class and four lower class educational institutions. The lower class schools represented both public and private schools in rural and urban areas. The analysis focused on the first and second grades, and included interviews with 25 children in each grade. Both the books' content and the children's perception of the content were analyzed in terms of four categories: family, work, authority and order, and private property.

The data showed the content of the books to be quite general and abstract compared to the children's perceptions. The books tended to legitimize and reproduce the upper class style of life. The children's perceptions of the ideological categories is much richer and more concrete than the images presented in the textbooks. The children were able to define, in accordance with their own class positions, a significant number of aspects of the ideological categories.

The main contribution of the study is the development of a theoretical-methodological approach to this study of ideology as an integral constituent of class conflict. This implies not only a theoretical reconceptualization of ideology but also the application of analytical techniques which go beyond conventional content analysis, whether of connotative or denotative meanings.

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HIGH SCHOOL PRINCIPAL-NEWSPAPER ADVISER RELATIONSHIPS AND THEIR EFFECTS ON FREEDOM OF SCHOOL-SPONSORED NEWSPAPERS

John Edward Dvorak, Ph.D.
University of Missouri, 1975
Adviser: William H. Taft

The purpose of this study is to examine the relationship between school newspaper advisers and principals in Missouri high schools accredited by the North Central Association (NCA) and to determine whether the quality of such a relationship affects the freedom of the school newspapers in those schools.

Variables in the adviser-principal relationships included management style of principals, job satisfaction of advisers, advisers' perceptions of communications conditions regarding principals, and symbaditic communication between each pair. Censorship variables were measured by perceptions of censorship conditions regarding the school newspaper as perceived by both advisers and principals.

The Newspaper Adviser's Questionnaire was sent to all 183 advisers in NCA schools and the Principal's Communication Questionnaire was sent to all corresponding 183 principals. A total of 134 principals (78 per cent) and 113 advisers (66 per cent) responded; however, only paired advisers and principals were used in the final analysis--88 (51 per cent). Eleven schools reported not having a regularly published newspaper.

Based on the test-retest measurement of reliabliity on both tests involving psychographic subsections, both advisers' and principals' instruments were considered reliable at the p = .01 level or below. Factor analysis was used as a means of construct validity for tests involving principals' management style and advisers' job satisfaction. Expert opinion was used to ensure content validation for the communications conditions subtest of the advisers' questionnaire.

Mean scores were used to categorize into high, medium, and low the tests involving principal management style, adviser job satisfaction, and adviser communications conditions. The chi-square statistic was used to evaluate relationships between various subtests and censorship conditions as perceived by both advisers and principals.

Nine major hypotheses were tested with the following results:

There is a significant relationship ($p = .0000$) between advisers' perceptions of their principals' communications conditions and the advisers' perceptions of censorship.

A significant relationship ($p < .001$) exists between advisers' communications conditions and the types of news allowed to be printed by the principals.

No significant difference ($p = .1702$) exists between the communications conditions of advisers and their perceptions of the principals' participation in prior review of the school newspaper.

There is a significant difference ($p = .0000$) between advisers' communications conditions and advisers' job satisfaction.

No significant difference ($p = .5598$) exists between the management style of principals and the communications conditions of advisers.

A significant difference does exist between management style of principals and job satisfaction of advisers ($p = .0351$).

There is no significant difference ($p = .118$) between management style of principals and the advisers' perceptions of censorship by principals.

There is a significant difference ($p <$ .001) between management style of principals and the advisers' rankings of the school principals' participation in not allowing certain types of news to be printed in the school newspapers.

No significant difference ($p = .362$) is found between symbaditic communication and the types of news allowed to be printed in the newspaper by the principals.

Communications conditions, job satisfaction of advisers, and the length of time an adviser has worked with school newspapers seem to be key variables related to censorship, as described in school profiles.

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CENSORSHIP OF THE ALTERNATIVE PRESS: A DESCRIPTIVE STUDY OF THE SOCIAL AND POLITICAL CONTROL OF RADICAL PERIODICALS (1964-1973)

Ruth M. Eshenaur, Ph.D.

Southern Illinois University, 1975

Adviser: Harry W. Stonecipher

The major purpose of this study was: 1) to ascertain and measure the frequency and severity of controls on more radical (MR) and less radical (LR) alternative periodicals in the U.S. from 1964 through 1973, the types of censorial agents, censorial actions, and the impact of urbanism and political liberalism on their censorship; 2) to identify all reported state and federal cases involving alternative periodicals during said period; and 3) to present significant findings as to whether the decisions abridged their press freedoms.

The study included alternative periodicals which were politically and culturally to the left of center and which expressed views not normally presented in the daily press. A self-selected sample of 751 alternative periodicals in 48 states was surveyed with pretested mail and interview schedules and 59 staff members and similar parties were interviewed.

Returns from 297 (39.6%) respondents in 40 states used in the statistical analysis were categorized as MR or LR according to their own classification, their content, or other sources. Periodicals which encouraged practices which departed significantly from the establishment in areas such as politics, drugs, and sex were classified as MR (189 respondents or 63.6%). Less militant periodicals which also propagated the counter culture were classified as LR (108 periodicals or 36.4%).

The American Digest System and many other sources were used to identify the cases in point. The 106 cases with known citations were traced through Shepard's Citations to confirm their current status. Cases were then categorized according to their content and their issues (such as obscenity) and tabulated as to whether they upheld First Amendment claims.

Findings included:

1. Public officials had censored 68% of the respondents with 660 actions, civilians had censored 51% with 317 actions, and public officials and civilians had censored 21% with 88 illegal actions one or more times.

2. "Prohibitions or injunctions against distribution or sales," "confiscation of issues," and "police trying to stop sellers" were most frequently employed, having been experienced more than 709 times by 184 respondents.

3. Statistically significant differences were found in the percentages of MR and LP periodicals involved in formal, informal, and illegal actions.

4. As the urbanism of places, states, and regions decreased and as the political liberalism of states and regions decreased, the percentage and frequency with which MR were censored increased.

5. Forty-one (33.9%) of the 121 decisions reported failed to place First Amendment guarantees in a preferred position when balancing the right to freedom of expression against other considerations such as public welfare.

6. Altogether, 78.3% of the decisions in a military context, 50% of the decisions in a school or college context, and 75% of the decisions in other contexts placed First Amendment claims in a preferred position.

7. The fact that periodicals had to expend considerable effort and resources in self defense constituted a form of harassment.

8. Because local judges modified and ignored higher court rulings, it was difficult to make broad generalizations concerning particular legal issues.

A SYMBOLIC INTERACTIONIST APPROACH TO CHILD TELEVISION VIEWING

Charles Fredric Frazer, Ph.D.
University of Illinois, 1976
Adviser: Arnold M. Barban

The purpose of this thesis was the development of a sociological perspective on an enduring problem area in communications research: children's television viewing. While much previous effort has been directed toward this subject, inquiry has generally focused on rather narrow questions such as the outcome of televised violence, children's preferences in viewing, attitudes toward shows, or merely descriptive demographic information on audiences. Little has been reported on the social influences of viewing, the make-up of the viewing environment, or the way the child acts in it.

Symbolic interaction inquiry is uniquely suited to the investigation of the viewing process and avoids the shortcomings of much previous research. The symbolic interactionist perspective dictates that social activities be seen in terms of action. Thus the methods of data collection were fitted directly to the problem through direct observation of children's viewing. Six family groups, with children between ages three and six, were selected for study. (These were primarily graduate students at the University of Illinois.) Each participated in depth interviews on personal and family television viewing habits and attitudes with special emphasis on the child's viewing. Once the child's schedule was established, the researcher made four visits to the home during regular viewing periods, acting as a participant observer in the viewing situation and making notes on behavior and activity in the viewing environment. Subsequent scrutiny was given to the field notes to gain insight into the significance of the viewing situation from the child's point of view.

Prior research presents two conflicting pictures of the viewing environment. One represents television as a bridge between parent and children, while another asserts that TV functions as a barrier. The finding of this thesis was that television viewing is a social activity and can be manipulated to serve the intended ends of the audience members. Similarly, in regard to family routines, many researchers had suggested that televsion viewing resulted in modification of such routines as eating and sleeping. While some modification was found, it seems more proper to view the routine as the more powerful force, usually changed only in minor ways to make room for viewing on special occasions. Children were also found to behave differently based on the social make-up of the viewing situation. Viewing with adults followed stricter social rules while viewing with peers and siblings was more free-form, often including a variety of other activities. Children were also found to be considerably more sophisticated in using television and understanding it than much of the contemporary literature suggests.

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INSTRUCTIONAL TECHNOLOGY: THE RESELLING OF THE PENTAGON (AN EXAMINATION OF A SUBSIDY FOR THE CAPITALIZATION OF EDUCATION)

Oscar Howard Gandy, Jr., Ph.D.
Stanford University, 1976
Adviser: William L. Rivers

This dissertation examines several factors which are seen to constrain choices in the area of instructional technology. It argues that a federal subsidy, initiated in 1958 with the passage of the National Defense Education Act, has stimulated the demand for instructional materials and devices to a level beyond that which would have been reached in the absence of the subsidy. In describing this subsidy, four functions are identified: 1) the lowering of market prices to shift consumer preferences; 2) the establishment of a cadre of self-interested advocates within the target market; 3) the expansion of the research and development infrastructure to assist in the identification of product applications; and 4) the organization of a marketing effort to increase the rate of adoption by consumers.

Individual chapters in the dissertation examine a model of the principal elements behind the initiation and implementation of the subsidy; the characteristics of the instructional materials and devices; difficulties associated with the evaluation of instructional technologies; and the experiences of several defense-oriented firms which are seen to have moved to a position of prominence in the educational supply industry.

The dissertation concludes that the subsidy succeeded in creating a demand for a technology which has been dependent on the experience of American militarism. It suggests that the transfer of technology from the military experience may constrain the development of alternative technologies more appropriate to the goals of education.

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THE CONSEQUENCES OF COMMUNICATION EXPERIENCES: A TYPOLOGICAL APPROACH

Arnold Harvey Ismach, Ph.D.
University of Washington, 1975
Adviser: Richard F. Carter

The existence of a "credibility gap" between the public and the news media has profound implications for society. If the news media are to fulfill the functions assigned to them by social philosophers, then it becomes important to understand the nature of credibility and the possible reasons for observed differences in credibility judgments. In this way, society can act to narrow the credibility gap.

The research questions suggested by this goal involve characteristics of the media and its messages that relate to credibility evaluations, and differences among people which may account for variation in evaluations. Social scientists have approached these factors singly, examining in isolation the characteristics of source, message and receiver. This exploratory study examines both source and receiver factors, drawn from the communication experiences of the individual, at the same time. The resultant typology is applied to media credibility and policy judgments in an effort to explain their origins.

Chapter II examines chronologically the evolution of research into media credibility, beginning with the attitude change studies of the 1950s and continuing through the cross-media credibility comparisons of recent years. It also presents the conceptual development of the measures of communications experience. Chapter III describes the construction of index measures to isolate the two chosen dimensions of communication experience. One dimension is credibility, the orientation of an individual to characteristics of information sources. The other dimension is incredulity, the disposition of an individual to disbelieve information. Scores on the indices were divided into high and low classificaitons, permitting the development of four communication types. The chapter also describes the questionnaire survey conducted in the City of Longview, Washington, to obtain from a normal population the measures of communication experience and media evaluations.

The communication types as they emerge from the data are discussed in Chapter IV. The four types, labeled for convenience in prose as the Diplomat, the Judge, the Wallflower and the Conservative, are derived from unique combinations of communication experiences.

The Diplomat, high in credibility and low in incredulity, tends to evaluate information sources critically, but is disposed to believe much of the information he receives. He uses and believes newspapers more than do the other types, and strongly opposes government interference with the press. He is decisive, younger, more active socially and has more schooling than the other types. The Judge, who scores high on both credibility and incredulity dimensions, is a critical evaluator of sources and information, favors television over newspapers, suspects news distortion by the media, but opposes government interference. He is also decisive, generally older, more highly educated and less socially involved than the other types. The Wallflower, low in both credibility and incredulity, is a heavy media user who tends to believe what he sees and hears. A follower, he is socially withdrawn, indecisive, low in formal schooling, and willing to accept restrictions on press freedom. The Conservative, high in incredulity but low in credibility, is a heavy news consumer but distrustful of much of what he receives. He has a strong preference for broadcast news, and is more willing than the other types to impose restrictions on the press. Older, and with less formal schooling, he is socially active but not a leader.

The findings are summarized in Chapter V. Although the typology is found to discriminate usefully on credibility and policy judgments, the data indicate that it would be strengthened by inclusion of the message factor, the third element in communication situations.

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THE ORIENTATION SITUATION: A TRIVARIATE APPROACH

Marc-Daniel Jean Jacoubovitch, Ph.D.
University of Washington, 1975
Adviser: Richard F. Carter

A three-sets-of-variables conceptualization of the orientation situation is presented. One set of variables is assigned to characteristics of individual observers (R-variables), a second set to characteristics of the relationship between observer and field of observation (G-variables), and a third set to characteristics of the observed field (D-variables).

Rommetveit's *Selectivity, Intuition and Halo Effects in Social Perception* is discussed in the light of the trivariate formulation. In this monograph, Rommetveit explicates two kinds of variables in the orientation situation, R-variables and G-variables, but does not attend to D-variables. Rommetveit's omission of field variables from his theoretical formulation is accompanied by a non-parallelism between his conceptualization and the experimental situations in which he collected his data. While his theoretical formulation discusses the role of R-variables and G-variables on the behavior of an individual orienting to *one stimulus person*, his data were collected in experimental situations calling for orientation to fields of observation of *eight* or *twelve stimulus persons*.

Rommetveit's application of multi-stimulus data to a single-stimulus orientation theory is questioned on the basis of conditions explicated in the trivariate formulation and on the basis of Carter's distinction between one-object and two-object orientation situations.

Potential empirical consequences of the observed non-parallelism are probed, using Rommetveit's perceptual sets (G-variables) in the presence of two different fields of observation (D-variables). An experiment on instrumental and judgmental sets in social perception is replicated, but varying the number of stimulus persons in the experimental field of observation.

Eight groups of respondents, assigned according to perceptual sets and one-person/two-person fields of observation, first read instructions appropriate to one of four perceptual sets, and then read biographical material describing one person or two persons. Respondents used Carter's signaled stopping technique to report their behaviors during exposure to the biographical stimulus material. After exposure, respondents used a system of symbols called "PIX" to report their impressions from the text.

Perceptual sets (G-variables) and number of persons in the experimental field of observation (D-variables) both had consequences for respondent orientation behavior. G-condition outcomes were independent of the D-conditions. D-condition outcomes were independent of the G-conditions.

The G-conditions affected respondent use of signaled stopping conventions as they read the stimulus text. Of the six signaled stopping conventions employed in the present study, four varied significantly with the G-conditions. Total number of stops of all kinds per respondent also varied significantly with the G-conditions. Of the six PIX employed by respondents for reporting their impressions from the stimulus text, two were used with significantly greater frequency in the two-person conditions. Respondents in the two-perosn conditions also drew a larger total number of PIX than did respondents in the one-person conditions.

While the differences among perceptual sets (G-conditions) which Rommetveit addresses in his monograph were confirmed, the single-stimulus orientation theory that he explicated was not.

Results are discussed in the light of Carter's paradigm of affective relations and in the light of considerations pertaining to the trivariate formulation of the orientation situation.

NEWSMEN'S PREDICTION OF AUDIENCE PREFERENCES: A COORIENTATION SURVEY

Robert Walton Jones, Jr., Ph.D.

Ohio University, 1975

Adviser: Guido H. Stempel III

The purpose of this study is to determine how close working newsmen come to predicting the overall news preferences of their subscribers, and the extent to which these same newsmen attribute their own preferences to their subscribers. The study utilizes the coorientation model of communication developed by Steven Chaffee and Jack McLeod, and focuses on the news staff of the Lancaster, Ohio, Eagle-Gazette and its audience.

To determine the newsmen's and audience's news story preferences, a questionnaire was developed utilizing the basic concepts of the "title-rating" procedure outlined by Jack Haskins. Three hypothetical headlines were developed to conform to each of ten general newspaper content categories. These categories had been developed by Paul Deutschmann to classify the entire content of a newspaper. The set of thirty headlines was given to the entire news staff of the Eagle-Gazette, which was asked to rate the headlines on the basis of whether or not they would use the accompanying story in the newspaper. Next, the same set of headlines was given to a random sample of the newspaper's readers who were asked to rate the headlines on the basis of whether or not they would read the accompanying story.

One month later, the news staff members were given the same set of headlines and asked to rate them on the basis of how they believed their audience rated these headlines.

These three sets of title rating scores were then used to compute agreement, accuracy, and congruency scores indicated by the coorientation model. This was accomplished by adding title rating scores to produce ten content category totals. The content category totals were then rank ordered, and the rankings analyzed by the Spearman rank correlation coefficient.

The agreement score was produced by deriving the correlation coefficient between the news staff's preferences and the audience's news story preferences. The accuracy score was the correlation between the audience's preferences and the news staff's prediction of the audience's preferences. Finally, the congruency score was represented by the correlation between the news staff's preferences and the news staff's prediction of its audience's preferences.

The actual content of the Eagle-Gazette was then analyzed and classified according to the ten content categories, and the categories were ranked according to the number of column inches. These results were then correlated with the three previously derived sets of content category rankings to determine how closely the news staff's preferences, the audience's preferences, and the news staff's prediction of the audience's preferences resembled the actual content.

The results of the study indicate the Eagle-Gazette news staff is able to accurately predict its audience's news category preferences. However, the study does not indicate if this accuracy is due to audience feedback or simply the news staff's familiarity with the community. The agreement and congruency scores are also high, but not significant.

However, a correlation of the content analysis rankings with each of the other three sets of rankings produces three negative, but non-significant, scores. This indicates a tendency of the newspaper's content not to resemble its news staff's news category preferences, its audience's news category preferences, or the news staff's prediction of audience preferences.

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PERCEPTION OF AND CONFORMITY TO POLICY IN INDIAN NEWSPAPERS

Suraj Prakash Kapoor, Ph.D.
Southern Illinois University, 1974
Adviser: Gerald L. Grotta

In this study it was hypothesized that: 1) the availability of channels of communication between staffers and the publisher or the editor is positively correlated with staffers' ability to perceive the policy of a newspaper; 2) the longer the duration of a staffer's service on a newspaper the more accurately will he perceive the policy; 3) the staff size is negatively correlated with a staffer's ability to perceive the policy; 4) the age of a staffer is positively correlated with his ability to perceive the policy; 5) perception of the policy is positively correlated with rewards a staffer receives from the editor or the publisher; 6) conformity to the policy is positively correlated with a staffer's ability to perceive it; 7) conformity to policy is positively correlated with the availability of channels of communication between staffers and the publisher or the editor; 8) the longer the duration of a staffer's service on a newspaper the more will he conform to the policy of the newspaper; 9) age of a staffer is positively correlated with conformity to the policy; 10) the smaller the staff size of a newspaper the greater will be the conformity by staffers to the newspaper's stands on issues and events; and 11) conformity to the policy is positively correlated with rewards a staffer receives from the publisher or the editor.

It was proposed to have subjects for this study managing editors and staffers of three daily newspapers in India. The investigator visited the three newspapers, administered the questionnaires, and interviewed managing editors and staffers. Variable staff perception was created by computing the total score of the difference between the managing editor's attitude score and staffer's assessment of his score on statements about various issues, events, and personalities. Multiple regression was performed to measure the relationship between the dependent variables perception and conformity and the independent variables.

Conclusions this study reached may be stated as follows: 1) Staffers on Indian newspapers in the study appear to have perceived the policy which is not stated explicitly but implied. 2) Although staff size of the newspaper was not found to be a significant predictor of perception of the policy, in combination with duration of service and staff age it had significant contribution to make. The slight negative correlation between size and perception of the policy would suggest that staffers on small newspaper had perceived the policy more accurately than their colleagues on medium and large newspapers. Size of the newspaper appears to be a highly significant predictor of conformity as measured in this study. The negative correlation between staff size and conformity would seem to indicate that staffers on small newspapers keep newspaper's stand in mind while handling a news item and are more concerned about inconsistency of a news item with the newspaper's stand.

3) Senior and elderly staffers appear to have perceived the policy more accurately than their junior colleagues, which would suggest that the process of internalization may have been at work. Senior staffers also appear to be more concerned about inconsistency of a news item with the newspaper's stand. 4) Rewards, measured in this study through raises a staffer received, do not seem to be strong independent elements in perception of the policy. However, they may have made staffers more concerned about inconsistency of a news item with the newspaper's stand as a strong correlation between rewards and conformity would suggest. 5) Opportunity to talk with the editor appears to be a decisive channel of communication that would enable staffers to perceive the policy. Other sources most helpful seem to be reading staffers' own newspaper and, to some extent, talk with senior staffers.

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BRANZBURG AND BEYOND: A STUDY OF THE BRANZBURG V. HAYES DECISION, ITS ANTECEDENTS AND ITS IMPLICATIONS

George M. Killenberg, Ph.D.
Southern Illinois University, 1975
Adviser: Harry W. Stonecipher

Newsmen's privilege has been a controversial legal issue for over 125 years. At the heart of the issue is a clash between the First Amendment and the Sixth Amendment. The press generally believes it has the constitutional right to protect its confidential news sources, even if the identity of those sources is sought by a grand jury, a legislative investigatory body, or a court of law. In conflict with this position, however, is the Sixth Amendment concern for the fair, unimpeded functioning of the judicial system.

When the Supreme Court of the United States decided in 1972 to hear three newsmen's privilege cases, most journalists hoped for a decision in their favor. But in the June 29, 1972, decision of Branzburg v. Hayes, the Court held by a 5 to 4 margin that the First Amendment does not relieve a newspaper reporter of the obligation all citizens have to respond to a grand jury subpoena and to answer questions relevant to a criminal investigation.

Many newsmen initially viewed the decision as a crushing blow to press freedom. However, buried in the majority opinion and found at the core of a pivotal concurring opinion were definite signs that newsmen's privilege could be recognized under different conditions. Moreover, the decision was quite ambiguous which left its meaning open to wide interpretation by lower courts.

Predictably, many courts struggled over the meaning of Branzburg. But some of these courts found rationale within the Branzburg decision by which to uphold newsmen's privilege. Clearly, the fears that Branzburg had destroyed the viability of a constitutionally-based newsmen's privilege were unfounded.

In 1975, a legal haze still surrounded the newsmen's privilege issue. Several post-Branzburg decisions demonstrated that American courts have become far more sensitive to the need for such a privilege. Yet judicial opposition remained.

American courts have been inconsistent in the resolution of newsmen's privilege cases, but some tentative conclusions can be drawn. For one thing, a majority of courts now balance what is seen as a serious competition of interests between the First Amendment concern in the free flow of information to the public and the Sixth Amendment concern with a fair, unimpeded judicial process. In this balancing of interests, the courts most often have given greater weight to the Sixth Amendment in criminal litigation. In civil litigation, the scale has most often tipped in favor of the press. Moreover, courts now can be expected to employ one or more judicial tests to determine whether a reporter should be compelled to disclose a news source. The most common tests have been those for relevancy: is the information essential to a defendant's guilt or innocence, is the reporter the key to information that would resolve a case, does the information sought go to the heart of the matter being litigated. By no means, however, were these formulas firm or were they employed uniformly by the courts.

Newsmen's privilege in 1975 rested in a legal limbo and can be expected to remain in such a state until either the Supreme Court addresses the complex issue more squarely or until judicial attitudes change substantially. Perhaps the ultimate resolution of the issue is for the press and the law enforcement profession to open avenues for dialogue which could lead to cooperation and accommodation.

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SELECTIVE EXPOSURE AND FOREIGN NEWS: A MULTIVARIATE ANALYSIS

Hyun K. Kim, Ph.D.
Southern Illinois University, 1974
Adviser: L. Erwin Atwood

This multivariate study examined attitudinal and demographic variables affecting the degree of foreign news exposure on the basis of the data collected from 102 daily newspaper readers in Carbondale, Illinois. The data were obtained in personal interviews with the respondents and tested by the Linear Multiple Regression program.

The ultimate goal of the study was to contribute to the investigation of selectivity in news reading, a mediating factor of effects of mass communication. The controversial selective exposure hypothesis that people seek out consonant information that supports or reinforces their existing views and avoid dissonant information that challenges their attitudes and interests was tested in relation to foreign news reading.

A Likert-type scale, consisting of seven items, was constructed to measure the reader's selectivity in foreign news reading and its reliability was checked before the instrument was used. Two other scales involving attitudinal variables were adapted from previous research by others.

Selective exposure was investigated as one of six independent variables. The predictor variables--local-cosmopolitanism, selective exposure, psychological interest, sex difference, education, and socio-economic status--were studies in terms of how much variance each predictor variable accounted for in predicting the reader's degree of foreign news exposure, specifically the amount of time spent reading foreign news per day.

Results indicated that the reader's selectivity, as well as sex difference, was a significant predictor of the degree of foreign news reading. Stated differently, knowledge of the reader's selectivity in foreign news reading could aid in the prediction of how much time he spent on foreign news reading per day. The selective exposure hypothesis was not supported as tenable, however, when it was tested in relation to foreign news reading because the reader's tendency to seek supportive foreign news was slightly negatively correlated with the degree of foreign news reading.

Sex difference was a significant predictor and accounted for a significant proportion of variance in the criterion variable. Its correlation with the criterion variable reached statistical significance. The hypothesis that male readers generally have a higher degree of foreign news exposure than female readers was accepted. The result corroborated previous findings by others.

Local-cosmopolitanism as a variable did not turn out to be a significant predictor although results indicated that there was a highly positive correlation between the degree of the reader's national news reading and that of foreign news reading. Psychological interest in topics was not a significant predictor of the criterion variable.

Results of the study that education and socio-economic status were not significant predictors of foreign news exposure appeared to contradict previous findings by others. Previous research had found that education was most closely associated with exposure to world affairs information and that next to education, social status was more closely associated with exposure to international affairs than any other demographic factor.

Following linear tests, curvilinear interaction and main effect tests were made. The curvilinear main effect test detected a curvilinear function between the squared selective exposure vector for all male and female readers and the criterion variable. The curvilinearity had the characteristic of a downward curve with diminishing severity.

In view of the large proportion of variance unaccounted for, new variables need to be explored and tested to make a better prediction about foreign news seeking behavior of daily newspaper readers. Physical and sociological variables such as readability and reference group influence in foreign news reading may be examined for further study to reduce the error variance.

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POINTING AND THE ACQUISITION OF LANGUAGE

Elizabeth Ann Kordick, Ph.D.
University of Illinois, 1975
Adviser: Howard Maclay

This dissertation is the first systematic empirical study of the relationship between a physical gesture, pointing, and the acquisition of spoken language. It should thus be regarded as a first attempt to accumulate a valid body of data which can serve in the evaluation of theories about this relationship and about language acquisition in general. Since the data derive from observations of a single child between the ages of 17 and 27 months, the results of the study are suggestive, but not conclusive, as to the developmental relationship between pointing and speaking.

It is assumed at the outset that nonlinguistic factors play a crucial role in the acquisition of language. Twenty pointing categories are defined in terms of situational variables, and the problems encountered in the formulation of the categories are discussed. The categories are then placed into five larger conceptual groupings which reflect their functional similarities between the categories. A single chapter is devoted to each of the conceptual groupings of pointing categories: 1) points used in the construction of a general conception of the world, 2) points which facilitate the completion of certain actions, 3) points used to solicit goods, services, and information, 4) points in response to questions, and 5) points used as an adjunct to language.

In the concluding chapter, tables and charts are presented which display changes in the child's repertoire of pointing categories over time. It is shown that earlier, more functionally primitive categories drop out as other more complex categories arise. These diachronic changes suggest that pointing is used to direct the child's own attention to objects before it is used to direct the attention of others, that the child directs others' attention to objects as an end in itself before she directs their attention to objects to accomplish some other end, and that these ends initially involve concrete actions on the object and then later relate to verbalizations about the object. In concluding, it is also suggested that initially when pointing and language are used together they serve the same referential function, but that as language abilities increase, their functions become complementary with pointing taking over the more purely pragmatic role of reference.

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TELECOMMUNICATIONS IN MEDICINE: INTERACTIVE SATELLITE RADIO FOR HEALTH CARE IN VILLAGE ALASKA

Osvaldo Nestor Kreimer, Ph.D.
Stanford University, 1976
Adviser: Edwin B. Parker

This work analyzes the feasibility, characteristics and effects of the uses of telecommunications for health care delivery, with emphasis on the use of satellite radiocommunications for health care delivery to native villages in central Alaska. It has three main sections: the first is an analytical review of the forces influencing the development of telemedicine, and a description of the different projects that exist, their goals, and evaluation techniques used in them. It includes a chapter on the New Health Personnel (N.H.P.) as an important component of most telemedicine projects.

The second section introduces the background of the Alaska Biomedical Communication Experiment evaluation and describes its methodology and results. The third section summarizes and discusses the results, and connects them with the issue of social development, proposing additional questions for research.

Telemedicine is defined as the systematic use of telecommunication equipment to enable, facilitate and possibly enhance the interaction between geographically separated physicians and patients. Nine conditions are identified as connected with the increase in telemedicine development in the United States: the new role of the physician in large organizations, professional specialization, increase in utilization of N.H.P., differentiation in size and quality of medical centers, health care market expansion, uneven distribution of health care resources, rising consumer expectations, increase of consumer participation in health care planning, and telecommunications industry development and market needs (Chapter 1).

A number of telemedicine projects with their basic characteristics are described and their goals and purposes are analyzed (Chapter 2 and 3). Chapter 4 analyzes the different methodological approaches to evaluation of these projects and the conflicts arising for the evaluation. Chapter 5 reviews the importance of the N.H.P. for telemedicine projects, their influence on the setting of the system and the kind of resistance they found from physicians and patient population.

Chapters 6 to 9 give the background of the Alaska Biomedical communication Experiment, including the social geography of rural Alaska, and a review of the health and health care situation there.

The general performance of the satellite radio communication system in the Tanana Service Unit of the Native Health Service, is analyzed in chapters 9 to 12. Quasi-experimental comparison with villages equipped with high-frequency radio showed a five-fold difference favorable to the satellite link in the number of contacts completed and four-fold in the number of N.H.P.-to-doctor consultations. The average "satellite village" N.H.P. answered the doctor-call on 86 percent of the days, and the quality of the signal was rated high in most cases both for strength and intelligibility. The per capita annual rate of teleconsultation was 2.0. The average patient consultation required three minutes and each administrative matter, one minute. In half of the patient consultations the doctor believed that the health aide had planned or could have planned correctly using his or her own judgement. The best ratings on confirmation of treatment plan among the health aides were very close to the average rate obtained by the two registered nurses using the same system. Definite and marked effects of the radio consultation on the outcome were predicted for more than 75 percent of each of the four highest categories of severity. No clear relation between improved communication and number of travel authorizations was established. Frequent communications with the doctor seemed to increase the health aides' ability to persuade the patient to follow their advice.

Some evidence suggests that the health aides with the chance to listen to medical traffic daily had a higher learning than aides in non-satellite villages for the first few months, but quickly reached a plateau after which incremental learning was slight.

Quasi-experimental comparison before and after satellite installation, showed stability in the number of patients admitted to the Indian Health Service hospitals from satellite villages, while there was a drop in the number of patients hospitalized from non-satellite villages. It could have happened that many patients from non-satellite villages have switched to Medicare-Medicaid supported private services, an option introduced for the Natives in the middle of the experimental period. If that is true it would be possible to assert that improved telecommunications has resulted in higher acceptability of the Public Health Services system and preference for it when the choice of private services is available on an equal non-cost basis.

The average length of stay at the hospitals is lower for patients from satellite villages than for non-satellite ones. It is concluded that health care in general has improved as a result of satellite radio communication.

It was found that the health aides increased significantly the frequency of use of the radio link with the physician when the transceiver was located at their homes or where they performed their main clinical duties, as compared to locations like the local school or the public hall.

Data about satellite radio consultation between the remote doctor in the Pribilof Islands and his specialist colleagues at the Anchorage Native Medical Center are presented. They show a different pattern in frequency, time elapsed, rate per capita and outcome than those between N.H.P. and a doctor.

The last two chapters present and summarize the results. These results are analyzed in connection with the general issue of the introduction of foreign technology for public services in non-industrially advanced societies. The importance of the context of social development in which that innovations take place is considered, and new questions for further research are presented.

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COOPTATION: A HISTORY OF A RADIO STATION

Susan Krieger, Ph.D.
Stanford University, 1975
Adviser: Edwin B. Parker

The central problem of the dissertation is sociological: to develop a theory or model of cooptation. The method is systematic consideration of one revealing case. The case is the history of a radio station over five years: March 1967-July 1972. Cooptation is viewed as a natural social process in which the radio station as an organization becomes increasingly established over time. It is not viewed as a product of the conduct of individuals, a morally reprehensible course ("selling out"), or a political strategy by which a more powerful or dominant society controls a less advantaged one. Rather it is a process which works often in minor and particular ways, involving how people talk and feel and what they like, in a world where immediate circumstances seem often more determining than demands of a larger society.

The research was begun in May of 1972 and substantially completed in March of 1973. It consisted of interviewing people who had been involved with the station, obtaining documentary evidence from them and from other sources, visiting the station, and listening to it. Eighty-eight people were interviewed. Fifty-four of them had worked for the station at one time or another over the five years in question. The rest were people who had less central relationships with it: advertisers, listeners, promotion men, corporate and union personnel, lawyers, accountants, and journalists. The documentary evidence obtained consisted primarily of station monthly reports, correspondence, and other bureaucratic records, and coverage of the station in local, national, and trade press. There were also several tapes of programs, commercials, and meetings.

The result is a text of 706 pages tracing changes in the life of the station. The style is somewhat novelistic, not in the sense of resorting to fiction, but in that it uses characters as a means of presenting evidence. The style is in part a mode of explanation, tracing changes in the life of the station in order to explain why the process of cooptation occurred in this case as it did. The dissertation does not draw conclusions about regularities of the process. Rather it rests its case in description. What theory it has lies embedded in the text. An introduction describes the research process on which it was based and the development of rules whereby theoretical bias was incorporated. The text is heavily footnoted. It is intended to contribute to the study of organizations as well as to the study of communication.

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SOCIO-ECONOMIC INFLUENCES AFFECTING TEXAS PRESS IN THE GREAT DEPRESSION

Frank John Krompak, Ph.D.
University of Texas, 1975
Adviser: C. Richard King

The Great Depression of the 1930s put a severe strain on the 720 weekly and daily newspapers of Texas. The crisis was manifested chiefly in the form of declining advertising revenues, a modest drop in circulations and widespread layoffs. Advertising lineage, the chief source of revenue for newspapers, plummeted in 1933 to approximately half of the 1929 level.

Newspapers survived the crisis by undertaking strict economics, wage cuts for employees and a vigorous pursuit of scarce advertising. Texas publishers at the outset were unsure of a course of action to implement recovery but later participated in programs to attract reluctant advertisers. The Texas Press Association and the Southern Newspaper Publishers' Association served as clearing houses for ideas for recovery.

Publishers regarded radio as a competitor for advertising and feared the new medium would supplant newspapers in advertising and the dissemination of news.

In 1933 newspapers came under the provisions of the National Industrial Recovery Act and had many of their operations circumscribed by the government under the codes of fair competition. Editors and publishers in Texas generally supported the NRA codes but became increasingly irritated with NRA regulations after several months' experience in the program.

Mid-1933 was the most difficult time for newspapers financially. Afterwards advertising lineage increased and by the end of 1934 approached pre-depression levels. The crisis demonstrated the resiliency and durability of the state's press. Surprisingly, few of the state's newspapers went bankrupt, in contrast to widespread business failures across Texas. The experiences of the state's press generally paralleled those of newspapers across the nation.

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PUBLIC OPINION PERSPECTIVES ON MASS COMMUNICATION AND AGENDA-SETTING

Robert Bruce Laing, Ph.D.
University of Washington, 1975
Adviser: Alex S. Edelstein

Public opinion was examined in relation to its role as a legitimate input into the governing of a democratic society. Some misgivings expressed by democratic theorists concerning public opinion and shortcomings of the most frequently used approaches to measuring public opinion were discussed. A review was made of some of the current approaches to attitude measurement and to agenda-setting by the mass media. These were viewed as inadequate as means of understanding individual orientations to public issues.

A reconceptualization was proposed which would allow individuals to discriminate between issues which were important to the nation, issues which were being given the most attention, issues which were most important to the individual, personally, and issues which the individual would act on first.

The study also examined values (criteria which individuals take with them into a situation); reasons why one issue was most important, personally; sources of information concerning issues; and the nature of individuals' involvement with an issue.

These concepts were the object of a telephone survey conducted in Seattle during June, 1975. A total of 353 interviews was completed using an unobtrusive questionnaire --one which did not provide respondents with objects to evaluate or attributes by which to evaluate them.

Results showed that most respondents were still aware of traditional values, but that they did not necessarily use them frequently as criteria for dealing with current public issues. Most respondents cited different issues as personally important and important nationally, and most would act on different issues than were being acted upon at that time. This suggested that the national "agenda" may be less closely related to individual agendas than might be assumed--both in terms of importance of issues and in terms of temporal priorities.

Mass media appeared to be important in creating awareness of issues and in defining issues in the minds of respondents, but the degree of importance of an issue to the respondent appeared more often to be established by contacts with other people or by personal experience.

Most respondents appeared to feel at least some degree of personal involvement with that issue most important personally because most felt they were doing something about it, personally. However, much of this involvement consisted of coping with the situation created by the issue, rather than trying to do something which would affect its resolution.

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RECEPTIVITY OF SPECIFIC SUBAUDIENCES TO FAMILY PLANNING COMMUNICATIONS IN IRAN: A TYPOLOGICAL APPROACH

James W. LaMoreaux, Ph.D.

Syracuse University, 1976

Adviser: Robert S. Laubach

This dissertation presented a model indicating how individuals process information, motivation, and instruction transmitted by the media and, in turn, increase or decrease the degree of control they have over their life situation. Following Donohew and Singh(1969), characteristics of individuals were grouped for explanatory purposes into least, semi-, and most modern types based on their socio-economic and psychological characteristics. A survey before and a survey after a communications campaign in Isfahan, Iran, was analyzed to see how different types of individuals were affected by family planning communications in relation to the model.

Before the communications campaign, most moderns were more informed than least moderns about modern contraceptive methods. After the communications campaign least moderns increased in knowledge as much or more than most moderns. Least modern females increased the most in knowledge. In relation to the model then, least moderns could utilize the information transmitted by the campaign more effectively than most moderns.

Most modern individuals were not as motivated to plan their families as originally thought before the communications campaign. Analysis of the post-test data showed that most moderns generally increased in attitude more than least moderns. Most modern females tended to increase in attitude more than most modern males. Least modern males, however, increased more than any other group, and least modern females actually decreased in attitude. In relation to the model then, most moderns could utilize the motivation transmitted by the campaign more effectively than least moderns.

Before the communications campaign, most moderns were higher in practice of family planning than least moderns. Decreases in practice after the campaign were shown generally across the board for individuals who were least and most modern. Least modern individuals did tend to decrease less in practice than most moderns and even to increase slightly on some characteristics.

The analysis in this dissertation showed that it is possible to define subaudiences, within limits, for family planning communications. This is as opposed to directing communications toward the most modern segment of the population and then letting them filter down to the least modern segments.

The results also showed that it is not necessary to divide individuals into least, semi-, and most modern groups toward whom to direct specific family planning messages. In fact it may be better to direct messages at smaller subaudiences indentified by characteristics of age, sex, urbanization, media exposure, community contact, and comsumer durable ownership.

This dissertation proposed a long range view of the family planning communications process in which individuals are able to utilize information, motivation, and instruction transmitted from the media in various amounts at various points in their life cycle. This specifically relates to their lifestyle. Long range campaigns are needed to give individuals the information, motivation, and instruction they need as it aan be best utilized by them.

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ADOLESCENT TELEVISION USE AS A POSSIBLE SOCIALIZATION AGENT: A CROSS-CULTURAL COMPARISON

Emmett Coleridge Lampkin, Ph.D.

Stanford University, 1976

Adviser: Nathan Maccoby

In the United States television is clearly foremost among the mass media, a cultural universal. Almost everyone has some contact with TV and everyone in the society is affected by it either socially or economically. Though hundreds of experiments and surveys have focused directly or indirectly on television and its relationship to children, few (if any) have provided truly significant concrete evidence regarding the question of TV's impact upon a child's socialization.

The present study chose adolescents as the developmental dimension because of the rapid, dramatic changes which occur between the years of 12 and 20. Subcultural influences of racial/ethnic groups were included to draw attention to the functional aspects of TV as they relate to the diverse cultural system that is U.S. society. The majority of the ten hypotheses concentrated on the question of differential social learning needs which might be gratified by television programming. Basic to the predictions was the assumption that low social status respondents tend to be functionally isolated from real-life middle-status social behaviors and belief systems, and that TV could be assessed by the low-status adolescent as a major information source for observing alternative life-styles.

Eight hundred sixty one (861) students were included in the final analysis, based upon a 3x4x2 factorial design crossing three school grades (7,9,11) with four racial/ethnic subgroups (white, Asian/American, black,and Chicano) and two social status groups defined by the respondent's father's attained level of education (Hi Ed, LoEd). A questionnaire administered in classroom situations was used to obtain information on: 1) media use patterns and preferences, 2) reasons for viewing TV, 3) perceptions of TV as it relates to real-life experiences, 4) program preferences.

Assessments of social status influences suggested that education through high school does not provide clear distinctions between socio-economic groups, nor does it affect electronic media use. Respondents whose fathers finished at least high school do read (use) more newspapers.

The overall results for electronic media use present a staggering picture. The average adolescent reports spending over 8½ hours each day with some form of media, at least four hours of which are used to watch TV. Racial/ethnic analyses showed black adolescents to be the predominant users of electronic media (11 hrs. per day), 5.1 hours of which are devoted to TV. Possible familial/subcultural influences are discussed.

Results are discussed in terms of: 1) primary reasons for adolescents watching TV; 2) the relationship between perceiving oneself as outside the societal mainstream and how a person uses TV programming (e.g., black adolescents report more information-seeking used of TV than entertainment reasons); 3) the possibility that identification with characters modeled on TV who are similar to the viewer either socially or ethnically, influences program preferences; 4) increased use of time for TV by adolescents without a decrease in social activity leading to the suggestion that time formerly spent in academic activities, such as reading, is being sacrificed to television.

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PSYCHOLOGICAL WARFARE AND MEDIA OPERATIONS IN CHILE, 1970-1973

Fred Simon Landis, Ph.D.
University of Illinois, 1975
Adviser: Belden Fields

The purpose of this study is to demonstrate that a principal factor leading to the military overthrow of the Chilean government in 1973 was a psychological warfare operation directed by the CIA. One aspect of psychological warfare is media operations. The principal channel of communication to Chilean target groups was a semi-monopolistic media empire, *El Mercurio*.

Media techniques used against the Chilean government include the following: selection of target groups; coordination of results of attitude surveys with themes of newspaper headlines; misleading juxtaposition of headlines, stories and photographs; use of headlines from other countries and times in order to further a propaganda theme; fabrication of news; "laundering" of black propaganda through *El Mercurio* and Agencia Orbe; correlation of news, editorials and political ads in accoraance with "CIA Bi-weekly Propaganda Guidance;" concealed and open codes which gave directives to opposition leaders; subliminal propaganda; metaphorical association between photos and headlines which dealt with different stories; a series of headlines which escalated false charges; manipulation of subconscious fears; use of coined words and invented acronyms in order to more easily manipulate public opinion concerning complex social issues; and bringing all the preceding to a climax immediately before an election or attempted coup.

President Ford has defended CIA activities in Chile as being directed mostly at defending the independent press from a Marxist threat. Secretary of State Kissinger has denied CIA involvement in the military coup, stating that U.S. efforts were directed toward the 1976 elections. CIA Director Colby has testified that the CIA shared the suspicions of the Chilean military that the communists planned a coup of their own, as in Indonesia (1965).

This study shows that the "Marxist Threat to the Free Press" was a total fabrication which began to circulate at a worldwide level months before Allende became President. The funding President Ford spoke of was in fact a continuation of CIA media placement operations which date back to at least 1964. A content analysis of El Mercurio shows a marked shift in propaganda themes after the March 4, 1973 elections. There was a shift from a fear campaign targeted at middle class women to a hate campaign targeted at the military, intended for provoking an immediate coup. The propaganda campaign in El Mercurio was completely synchronized with other psychological activities such as demonstrations at military barracks and terrorist acts attributed to non-existent foreign guerrillas, and culminated in a forged document outlining Communist plans to behead military leaders. The allusion to Indonesia by Colby was not coincidental. As early as January of 1973 CIA agents working for El Mercurio began promoting the "Indonesian theme" of a communist-provoked coup.

For the last decade the CIA used Chile as a laboratory experiment for testing techniques of intelligence gathering, social reform, and psychological warfare. Massive intelligence gathering in Chile began under the academic cover of Project Camelot. One of the reasons for Camelot was the urgent request for new techniques of psychological operations in Vietnam. Experiments in social reform began under the Christian Democratic regime of Eduardo Frei and were intended to combat the example of Cuba.

These conclusions are based on the following research: 1) before the coup: interviews with reporters and editors of Chile's major newspapers and interviews with Chilean government officials; 2) after the coup: interviews with military officers who led the coup, systematic study of documents and books seized by the military and intended for destruction; information supplied by former CIA officers; content analysis of El Mercurio; unpublished manuscript outlining propaganda themes in El Mercurio conducted by a research team at the Universidad Tecnica del Estado.

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EXPLAINING VARIATIONS IN DEMAND FOR ADVERTISING LINAGE IN DAILY AND SUNDAY METROPOLITAN NEWSPAPERS DURING PERIODS OF BOOM AND RECESSION, 1957-8 AND 1969-70

Kenneth Gerald Mangun, Ph.D.
Ohio University, 1976
Adviser: Guido H. Stempel III

To explain variations in the demand for retail and gereral advertising lina[illegible]ing periods of boom and recession in [illegible] metropolitan daily and Sunday newspapers in the United States is the purpose of the study.

Two categories of newspaper advertising linage--retail and general--in two separate editions, daily and Sunday for four years, two boom and two recession, were examined by sixteen multiple regression equations. For each equation, a solution was obtained by the stepwise regression procedure. Retail advertising linage in daily newspapers, retail linage in Sunday newspapers, general advertising linage in daily newspapers, and general linage in Sunday newspapers were examined separately as dependent variables. The seven independent variables were advertising rate, number of city newspapers, metropolitan circulation, per capita income, general merchandise sales, unemployment level, and number of television stations.

It was predicted that advertising linage would be positively related to metropolitan circulation, per capita income, and general merchandise sales and negatively related to advertising rate, number of city newspapers, unemployment level, and number of television stations.

The sample represents 25 cities in 21 metropolitan areas with the exception of 1957 and 1958 Sunday newspapers where 24 cities in 20 metropolitan areas are represented. The two boom years were 1957 and 1958 and the two recession years were 1969 and 1970. For 1957 and 1958, the number of newspapers in the sample was 54 daily and 32 Sunday and for 1969 and 1970, the number of newspapers decreased to 48 daily and 29 Sunday.

A seven-variable solution explains from 40.7 to 86.5 percent of the variation in advertising linage. Although a seven-variable solution was tested for all sixteen regression equations, a four-variable solution for seven of the equations and a five-variable solution for nine of the equations explain from 37.7 to 85.4 percent of the variation in daily and Sunday newspaper advertising linage. The two or three remaining variables add 4 percent or less. All sixteen regression equations were statistically significant at the .001 level, except for 1970 retail linage in daily newspapers which was significant at the .005 level.

Of the variation in retail linage in daily and Sunday newspaprrs, metropolitan circulation as the first variable selected explained from 26.9 to 60.1 percent. The second explanatory variable, number of city newspapers, adds another 5.2 to 24.6 percent. For both daily and Sunday newspapers, the ability of the metropolitan circulation variable to explain variation in retail linage increased over the two time periods, 1957-1958 and 1969-1970; the ability of city newspapers to explain variation decreased over time. In comparison, metropolitan circulation as the first variable selected in five out of eight regressions explained from 51.0 to 72.5 percent of the variation in daily and Sunday newspaper general advertising linage.

The second explanatory variable in four out of eight regressions, number of city newspapers, added another 2.9 to 8.0 percent. The ability of metropolitan circulation to explain variation in general advertising linage has increased over time whereas the ability of number of city newspapers has decreased considerably for daily newspapers but has increased for Sunday newspapers.

In general, the evidence indicates that Sunday newspaper retail linage and daily newspaper general linage are sensitive to changes in unemployment. The unexpected positive relation between general advertising linage in daily newspapers and number of television stations may be an indication of national advertisers' buying in the larger metropolitan markets or scaling down the size of the advertisement as the size of the market decreases (or a combination of both of these practices). For 1957 and 1958, the unexpected positive relation between retail advertising in both daily and Sunday newspapers may be the result of the placing of television stations in viable markets. One limitation of the study was the use of annual data. With annual data, it is difficult to fully assess the impact of each stage of the business cycle.

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THE DEVELOPMENT OF A METHODOLOGY OF FORMATIVE EVALUATION

David G. Markle, Ph.D.
Stanford University, 1975
Adviser: Nathan Maccoby

This is a study of the development of a set of methods of formative evaluation that can be used in the design of instruction and communication systems. Formative evaluation is defined as evaluation that is used to improve the effectiveness of materials and systems. The methods under study make extensive use of empirical performance data to guide reanalyais and revision; as such they represent a subset of methods of formative evaluation.

In this study, a set of methods of empirical development is derived from theoretical statements and limited early practical experience. The application and refinement of these methods is described in a series of case studies. In conclusion, the methdos are reevaluated in light of the experience gained in the four projects and revisions are proposed.

In three of the projects, instructional

systems in first aid were designed. These courses had different target populations, design constraints, and instructional media, but similarity of course content provided a unifying thread. The projects were sequential, so the developmental methods could be evaluated and revised between projects. The fourth project involved potential applications of these methods to a variety of topics in a satellite telecommunications context, thus providing a partial test of the generalizability of the methods.

Many of the conclusions drawn in this study concern the level of specificity that is useful to seek in an empirical methodology. The general features of the methods under study were not substantially modified by the experience reported here. These include the need to operationalize objectives, to conduct rigorous experimental tryouts, and to define areas of uncertainty so that empirical investigations can be directed toward reducing uncertainty. Several specific means of implementing these general strategies were found to be of limited applicability, however, and some methods were found to be responses to design problems that are no longer prevalent.

Two topics emerged as being of greater importance than was suggested by early formulations of empirical methods. One of these is the difficulty of overcoming institutional and other barriers to conducting effective empirical work, and the other is the need to identify design strategies on the basis of the types of information deficits that are specific to individual projects.

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NEWS IMAGES OF PRESIDENTIAL CANDIDATES, 1920-1924: A SURVEY OF THREE MAJOR NEWSPAPERS

David Lee Martinson, Ph.D.
University of Minnesota, 1974
Adviser: Edwin Emery

The study dealt with the images newspapers project of candidates during presidential campaigns. Three newspapers, the *New York Times*, *Chicago Tribune*, and *St. Louis Post-Dispatch*, were the subjects of the project. The period selected was the early 1920s, specifically the presidential campaigns of 1920 and 1924.

The three newspapers were selected because of their historical partisanship. It was assumed that the *Chicago Tribune* would be a solid supporter of Republican candidates, that the *St. Louis Post-Dispatch* would be an avid supporter of the Democratic presidential nominees, and that the *New York Times* would occupy the middle ground, perhaps favoring a particular party, but not displaying the partisanship of either the *Tribune* or the *Post-Dispatch*. (This supposition was supported.) The period surveyed consisted of the month before the elections of 1920 and 1924.

Image was defined as the conception and association of a candidate with various favorable or unfavorable ideals which each newspaper saw in the presidential candidates. It was hypothesized that each newspaper's editorial bias in the election would result in it (the newspaper) drawing certain favorable or unfavorable images of candidates in the news columns. The author was not generally concerned with how the reader/receiver reacted to these images, but rather the correlation between editorial policy and the images that were projected on the news pages.

The article was used as the coding unit. Any article that related to one of the candidates was analyzed to see if a favorable, neutral, or unfavorable image of the candidate was projected, again as correlated with the particular newspaper's position as determined after an examination of the editorial pages of the three papers. Articles were divided into four primary categories of discussion to aid in analysis --foreign policy, the economy, character, and the election in general. The images projected by each of the newspapers on the news pages in each of the categories were than checked against the images projected on that topic on the editorial pages.

The results for the most part supported the hypothesis. In the case of the *Post-Dispatch* a favorable image of the Democratic candidates was projected on the editorial page and a similar image was apparent from a detailed analysis of news articles run in the St. Louis paper. In 1920, for example, there was a direct correlation between the position taken by the *Post-Dis-*

patch on the League of Nations question on the editorial page and the images projected of the two candidates on the news pages. The study found the Tribune projecting a news image of the Democratic candidates (and La Follette during his Progressive party bid of 1924) as favoring would government, dilution of the free enterprise system, and desirous of excessive power in the executive branch of government. This was closely correlated to the Tribune editorial policy.

The New York Times was the only paper that showed significant variance with the hypothesis. While that paper generally projected a more neutral image of the candidates on the news pages, during the 1920 election the Times' fervent support of the League of Nations was strongly reflected in the images of Cox and Harding on the news pages. It was suggested, however, that the Times might not have projected such a positive image of Cox in that election if it had not felt so strongly about the League question. Even here, the editorial image and the news image were closely correlated.

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HUMAN ATTACHMENTS AND INTENDED GOALS DURING TERMINAL ILLNESS

Margaret Ruth McCorkle, Ph.D.
University of Iowa, 1975
Adviser: Joseph Ascroft

A non-experimental, exploratory field study was designed to investigate the impact of a diagnosis of non-resectable lung cancer on (a) an individual's attachments with others, and (b) the individual's intended goals as his illness progresses. The questions asked were: 1) Does the event of a diagnosis of nonresectable lung cancer alter an individual's relationship with the persons he identifies as important? 2) Does the event of a diagnosis of nonresectable lung cancer alter an individual's intended goals? and 3) Throughout an individual's illness, are there existing attachment relationships or new ones that develop that are useful of not useful in helping an individual attain his intended goals or alter them according to his needs?

An ex post facto case study design was used to obtain an account of the subject's previous and ongoing attachments and intended goals from the time the interviews were initiated to the time of the subject's death.

A sample of eight subjects, six males and two females, was obtained after the subjects were diagnosed. Participant observation was the primary method of data collection. Data was obtained from periodic interviews with subjects and their attachment figures and individual case summaries were compared.

Comparison of the case studies revealed two groups of subjects that had similar life experiences resulting from the impact of a cancer diagnosis. The first group was classified as low social loss value because of age, physical disabilities and limited educational/occupational opportunities. This group, upon hearing that they had a progressive illness, brought closure to their lives in a way in which their remaining days were enhanced. The other group was classified as high social loss because they were actively involved with their work and their future plans. After learning they had cancer, they struggled continually, unaware their lives were to end soon.

The results suggest that different communication strategies are needed to help the individual and his attachment figures cope with what is happening to them. The approach for the elderly is different from that for the young. Not only is the openness about the individual's cancer diagnosis crucial, but also the extent of the individual's cancer and his prognosis must be considered. Certain patient situations are more vulnerable to difficulties in coping with cancer than others. The young twenty-six-year-old woman was especially vulnerable to problems in adjusting to her limited future and bringing closure to her life. All three men in their fifties and early sixties had difficulty accepting their limited future because cancer was unexpected. In addition, if the patient or his attachment figures have had a previous experience with cancer, their knowledge of the disease and its consequences should be used to enhance rather than interfere with the quality of their remaining days together.

A CRITICAL EPISTEMOLOGY OF PAUL LAZARSFELD'S ADMINISTRATIVE COMMUNICATION INQUIRY

C. Edward McLuskie, Jr., Ph.D.
University of Iowa, 1975
Adviser: Hanno Hardt

The dissertation is an epistemological critique of Paul Lazarsfeld's administrative communication inquiry. The term "administative" is Lazarsfeld's, signifying an episode in the history of communication inquiry in which Lazarsfeld uncuccessfully attempted to join his own "administrative research" with what he called "critical research." From the viewpoint of critical research, Lazarsfeld's thesis of complementarity for the two research styles amounts to an act of scientism; this critical interpretation is initially expressed in this fashion: *The relation between administrative and critical communication inquiry cannot be comprehended administratively except by in principle rendering critical research administrative research*.

This argument is intended to express the epistemological consequence of Lazarsfeld's proposal; it is defended from the standpoint of critical epistemology, based on the work of Jurgen Habermas. The argument proceeds dialectically, taking the term "administrative" as a metaphor for Lazarsfeld's knowledge-presuppositions.

Lazarsfeld's thesis of complementarity turns out to be a methodological proposal intended to enrich social theory. It is for this reason that his methodological papers are the primary source materials. The knowledge-assumptions derived from a critical review of Lazarsfeld's methodological work become the focus of critical epistemology. What Lazarsfeld has to say about knowledge is interpreted in terms of these three knowledge-constitutive interests: technical, practical, and emancipatory.

After describing this framework of critical epistemology, Lazarsfeld's methodology is tentatively interpreted as technical cognitive interest. Technical cognitive interest is a form of knowing in which questions about knowledge as knowledge systematically are excluded from inquiry. What is valued instead is progress toward unified science, including unification of the social sciences. Against the background of this unified science programme, knowledge is identified with science; to question the necessity of defining knowledge in this way is, from the technical viewpoint, couner-productive. Technical cognitive interest, then, is a scientistic way of knowing in which epistemology is denied. From the standpoint of critical epistemology, to clear theory of knowledge from the path of inquiry is to establish technical cognitive interest as a cognitive monopoly. This is to say that an argument for unified science is an argument against alternative ways of knowing. Competing cognitive interests--practical and emancipatory--systematically are excluded.

Lazarsfeld's administrative-critical research thesis is therefore reformulated in the language of critical epistemology: *Lazarsfeld's technical cognitive interest cannot account for competing cognitive interests except by systematic dissolution of the competition*.

Once the critical argument appears in this latter formulation, Lazarsfeld's technical cognitive interest is documented. His style of inquiry is first identified with the Vienna Circle unified science programme, a programme openly advocating the dissolution of competing cognitive interests and, thereby, precluding the theory of knowledge from inquiry.

Having established this as Lazarsfeld's goal, his systematic dissolution of practical cognitive interest is documented. Lazarsfeld's means of metholology, explication, is shown to be a technical hermeneutics, transformed from what historically was a practically constituted hermeneutics. This epistemological move reflects a distrust of human interpreters who, in practical hermeneutics, were the center of knowledge.

Lazarsfeld's successful transformation is not repeated when he confronts emancipatory cognitive interest, the knowledge-constitutive interest of critical epistemology. The reason is that critical epistemology critiques *authority* in knowledge as a way of sustaining cognitive competition. Not only does this explain the failure of Lazarsfeld's complementarity thesis; it also outlines the limitations of authoritative inquiry as technical cognitive interest. In light of Lazarsfeld's failure, the critical argument concludes by proposing an alternative critical thesis of complementarity aimed at sustaining cognitive competition.

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GENERATING UNBIASED DIFFUSION OF PREVENTIVE HEALTH INNOVATIONS

Anthony J. Meyer, Ph.D.
Stanford University, 1974
Adviser: Nathan Maccoby

Opinion leadership, early adoption, and media message sensitivity are three major indicators of the nature of the diffusion process. Demographic bias in the diffusion of innovations is the disproportionate representation of any segment of a population in any role in the diffusion process. In the diffusion of the informational, attitudinal, and behavioral innovations related to the prevention of premature cardiovascular disease, the research literature led to the expectation that the diffusion pattern would be biased with regard to socio-economic status (SES) and sex.

Channel and audience variables were modified in this study to achieve a less demographically biased, or more egalitarian, diffusion of innovations than would ordinarily be expected. In conjunction with a mass media campaign directed at the entire community, change agents, instead of selecting people to contact, were instructed to treat all members of a sample, who had been informed of their higher than average risk of premature cardiovascular disease. Other samples were subjected to the mass media campaign only. It was expected that the former treatment would be more powerful than the latter in generating opinion leadership, early adoption, and media message sensitivity and in overcoming demographic bias. It was also expected that the three indicators of the nature of diffusion, that is, opinion leadership, early adoption, and media message sensitivity, would be positively correlated.

Two comparable towns (W and G) of approximately 15,000 population were studied as part of a larger three-community study of the Stanford Heart Disease Prevention Program (SHDPP). Following random selection procedures, samples were drawn from the SHDPP survey to represent six treatment conditions, three in W and three in G, all of which received a year-long mass media campaign between pretest and posttest as well as the posttest.

A random two-thirds of the W subsample of high risk subjects (WII), in addition to having been informed of their high risk, were intensively instructed by change agents in risk reducing behavior. Such subjects would not ordinarily have been treated by their physicians. The five remaining samples were administered the media campaign only and served as control treatments for the effects of high risk status, pretest sensitization, and proximity to the WII treatment. The samples of subjects nominated by these W treatments as having been talked with concerning heart disease were also interviewed in a follow-up survey to assess the relative effect of WII opinion leadership in comparison with the other W treatments.

Four indicators of opinion leadership were used: 1) the number of persons talked with about things related to heart disease; 2) the frequency of such conversations; 3) the direction of information flow in these conversations; and 4) the topics talked about.

Five measures were used to verify main survey opinion leadership among follow-up survey participants: 1) the frequency of conversations held with the main survey nominator; 2) the direction of information flow in these conversations; 3) the report of behavioral influence from these conversations; 4) the number of specific behaviors influenced; and 5) the report of greater sensitivity to heart disease related media messages due to these conversations.

Adoption and, in turn, early adoption were assessed by four adoption indices: a professed change index and behavioral, informational, and attitudinal adoption indices. Media message sensitivity was indicated by an index similar in construction to the adoption indices.

The data supported proposition one that change agents and the mass media, when used in combination in the diffusion of an innovation, will generate greater opinion leadership, earlier adoption, and greater media message sensitivity than the mass media alone and proposition two that in the diffusion of an innovation, opinion leadership, earlier adoption, and media message sensitivity will tend to be positively correlated.

Opinion leadership, early adoption, and media message sensitivity were taken as crucial indicators of the character of the diffusion process. Stepwise multiple regression was used to test the relative strength of SES, sex, age, and the various treatment conditions as predictors of these indicators as well as of the admission of influence scores of the follow-up survey.

The data supported proposition three that in the case of expected demographic bias in the diffusion of an innovation, channel and audience variables can be manipulated to achieve a more egalitarian diffusion of the innovation.

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CONGRESS AND THE NEWS MEDIA: COVERAGE, COLLABORATION AND AGENDA-SETTING

Susan Heilmann Miller, Ph.D.
Stanford University, 1976
Adviser: William L. Rivers

Many journalists consider themselves the adversaries of public officials. However, interviews with 190 reporters, Congressmen and Congressional aides indicate that most reporters have complementary relationships with people in Congress.

There are three types of reporters who come in contact with Congressmen and their aides--generalists, subject specialists and investigative reporters. Since all three follow topics in the news in deciding what to cover on the Hill, Congressmen and committees are covered to the extent that they relate to topics in the news. Most of the day-to-day contacts with reporters are handled by Congressional aides, and they share with reporters elaborate understandings about the providing and use of information.

Some reporters and people in Congress collaborate in pursuing investigations, and even people who do not collaborate often unconsciously help one another. Reporters or media coverage may: 1) bring a topic to the attention of a committee, 2) provide information about a topic under investigation, 3) increase the significance of the topic, 4) cultivate interest in the hearing, or 5) provide information at the hearing itself or prompt questions from committee members. Any coverage of Congressmen usually benefits them personally by enhancing their national reputations or keeping their names before local voters.

People in Congress may help the media by: 1) tipping off reporters about topics for stories, 2) providing information for stories, or 3) responding to reporters' stories by convening Congressional investigations. The latter tends to advance the professional reputations of both reporters and their media.

People who want publicity for themselves or a cause frequently leak information to reporters. Investigative reporters and subject specialists usually get leaks related to committee investigations, and generalist reporters usually get leaks related to political maneuvering on the floor. Because news media prize exclusives, leaks tend to benefit not only the initiators, but also the recipients.

Since the media both provide information and help establish the status of issues, they are sometimes an important factor in the convening of Congressional hearings. During the first six months of 1975, the media moved committees toward hearings on the average of twice a week. Roughly one-third of these cases involved leaks from people in Congress. The media most influential in prompting investigations were the New York Times and Washington Post. They were also the media most frequently leaked to, along with columnist Jack Anderson. The committees most frequently influenced by the media were Government Operations, Foreign/International Relations and Judiciary. All three have jurisdiction over topics that journalists consider "newsworthy." Government Operations and Judiciary were the committees that most frequently leaked to cultivate coverage.

These findings suggest that some reporters and people in Congress exist in an elaborate symbiosis. Their sources of information and tasks and outputs inherently complement one another. Their unwritten rules avoid misunderstandings and make all exchanges more efficient. And those who consciously collaborate are able to insure that each side gains in the end.

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THE MEDIUM AND MASS MEDIA CREDIBILITY: A STUDY OF THE RELATIONSHIPS AMONG APPARENT CREDIBILITY, THE MEDIUM AS AN APPROXIMATION OF REALITY, AND THE LEVEL OF PRIORITY OF THE CREDIBILITY DIMENSION

Harmon Morgan, Ph.D.
Southern Illinois University, 1974
Adviser: L. Erwin Atwood

The basic premise in the study of mass media and credibility was that the medium is a major factor in the determination of the credibility of information by receivers.

It was asserted that mass media credibility was not tied with learning. Instead the premise was made that apparent credibility based on the association of perceived relationships of news with sense modalities and the approximation of reality is the standard which respondents utilize to react to the credibility question.

A basic consideration was the premise that a medium's approximation of reality is central to the determination of apparent credibility, which to the receiver is the perceived mirror of that reality.

Relationships were explored between media credibility and socio-linguistic theory. An assessment made by Carey of the "medium is the message" concept in terms of the Sapir-Whorf Hypothesis of linguistic relativism was utilized as an overall theory on which to base the study.

An outline by Janis and Hovland of the major factors relating to attitude change was adapted to form the structural lines for the study. Major parts of the outline were observable communication stimuli (characteristics of the mass media and news transmission); predispositional factors, bound factors such as communicator-bound, content-bound, situation-bound, and media-bound; and communication-free factors (topic-free), which can be measured by personality variables. Parts of the Janis-Hovland outline referring to attitude change were deleted.

A three-dimensional Q study was devised to incorporate in one dimension the three major mass media, radio, television, newspapers; four bound factors in the second dimension; and three levels of priority factors; prefer, belief, rely, in the third dimension.

Factor analysis was used to organize patterns of perception of media credibility into distinct types. Multiple regression analysis was used to form a more definite description of the Q-types and to assess the strength of media characteristics in explaining the variance of the credibility question.

A five-factor varimax solution was accepted for interpretation. The factors accounted for 59 per cent of the total variance.

Positive significant predictors from regression analysis were:

Type I, television, content-bound, rely; Type II, newspaper and rely; Type III, radio, media-bound, rely; Type IV, situation-bound, and rely; Type V, content-bound and rely.

Negative significant predictors were:

Type I, radio, communicator-bound, prefer; Type II, radio, television, communicator-bound; Type III, newspapers, communicator-bound, and prefer; Type IV, communicator-bound, belief; Type V, communicator-bound, prefer.

Of the personality variables used--open-minded-closed-minded, individualistic-collectivist, liberal-conservative--only the open-minded scores in predicting to Type II explained sufficient variance to be considered significant.

Results indicated that the medium is a major, but not overriding, element; that the priority level of credibility appears to be low; that apparent credibility appears to be the standard used by people in the assessment of media credibility, when this perception does occur, of the basis of sense modalities, mediation degree, and approximation of reality; that mass media credibility appears to be a question considered only by one type of persons in a positive sense and not a question of importance to other types of persons; that negative assessments of credibility perception, such as significant positive acceptance of one channel and rejection of another channel, must be included in speculations about the meaning of credibility research; and that the importance of communicators in affecting credibility ratings among the mass media appears to be a negative factor and not the positive contribution expected. The structure for the study may have induced results, like the communicator image, to be inflated.

The value of applying socio-linguistic theory to credibility research may be higher than appears on the surface from the study.

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THE ARABIC PRESS AND NATIONALISM IN PALESTINE, 1920-1948

Aida Ali Najjar, Ph.D.
Syracuse University, 1975
Adviser: Henry F. Schulte

This study attempts to answer questions about the history, development, and role of the Arabic press of Palestine between 1920 and 1948: 1) What were the stages of development of the Arabic press of Palestine?; 2) What were the forces which shaped the press?; and 3) What role did the press play in the Palestinian nationalist movement?

The Arabic press of Palestine, beginning in the early years of the twentieth century, played a positive role in Arab nationalism. *Al-Carmel* newspaper, founded in 1908 in Haifa, and *Falastin*, published in Jaffa in 1911, were the leading nationalist organs within the emerging press. Najib Nassar, editor of *Al-Carmel* and so-called "father of Palestinian nationalist journalism," was the first Arab to foresee the dangers of Zionism. He warned against Zionist intentions of transforming Palestine into a Jewish state.

Between 1920 and 1929, the press grew in size and power despite the large number of illiterates in the country. Villagers would gather in public squares as the newspaper was read aloud.

Two of three press groups in the country supported rival nationalist clans which competed for leadership in the Arab community. The third supported government policy.

As early as 1930, newspapers supporting the British disappeared and every existing Arabic newspaper came to support the nationalist movement. Between 1930 and 1939, the press was a committed organ, powerful and united in its message. The major issues on its agenda were: 1) opposition to the "Jewish national home", to Jewish immigration, and to the sale of Arab lands to the Jews; and 2) advocacy of a national and independent govermment in place of the British mandate.

The partisan press and six Arab political parties developed between 1932 and 1936.

The press of the thirties played various positive roles. It propagated, educated, and agitated the masses against "British-Zionist imperialism." It recorded the events of the most important period in the history of the Palestinian struggle. The press, between 1936 and 1939, was a collective power among the masses, supporting the rebels, helping stabilize the Arab community, and helping disrupt the British-Zionist policy.

The Arabic press of Palestine, between 1940 and 1948, was found to be a less important vehicle of Arab nationalism. The Nationalist movement lost its impetus in 1939 when revolution ended. *Al-Difa'a*, *Falastin* and *al-Sirat al-Mustaqim* were the only papers which survived World War II. After the war, the press tried to revive the nationalist movement, but without success. Among the emerging newspapers were *al-Ittihad*, *al-Wihdah*, *al-Ba'ath* and *al-Sha'ab*. The press, as a power among the masses and as an enemy of British-Zionist imperialism, could not prevent the creation of the State of Israel in 1948.

In summary, the Arabic press fostered the development of Palestinian consciousness, spirit, and concerted revolutionary actions. The press also contributed to the people's awareness of potentialities and to their dissatisfactions. It heightened the consciousness of a collective power latent in the masses.

ISSUE LEGITIMATION, MASS MEDIA FUNCTIONS AND PUBLIC KNOWLEDGE OF SOCIAL ISSUES

Tony Ikedigbo Obanyelu Nnaemeka, Ph.D.
University of Minnesota, 1976
Adviser: Phillip J. Tichenor

This study examines the consequences, for widespread knowledge acquisition, of varying patterns of public affairs reporting in the media, using as a framework (a) Weber's theory of legitimating authority and (b) a theory of information control developed recently by Donohue, Tichenor and Olien (1972). Weber's theory, as applied to public affairs reporting in the media, is discussed in context of the information control theory, which permits a general understanding of the effects of structural variables upon knowledge generation and distribution in a society. On these foundations, a model of information acquisition through mass media processes is developed.

Patterns of coverage of three community issues in nine Minnesota dailies and weeklies, selected from two structurally varying community areas of the state (urban and rural areas), were treated as case studies of purposive efforts by knowledge generating and disseminating agencies to distribute widely information about specific social issues and programs. The efforts are also viewed as organized within social frameworks designed to legitimize the social importance and status of the issues and programs, but also tending to have other information generation and distribution control consequences.

Three control consequences were isolated for analyses: (a) degree of interpretation accompanying presentation, in media content, of public affairs issues or social programs; (b) degree of conflict reporting of those issues in the media; and (c) levels of public understanding of the interconnectedness of the reported events in the context of the broader social issues they symbolize.

Issue or program interpretation is defined as the degree of analytic presentation, in media reports, of assertive and verifiable evidence supporting specific proposals or ideas by actors quoted in context of the issue or program. Analytic presentation of supportive evidence is the extent to which the nature of the relationship between two or more pairs of supportive evidence--their similarities or contradictions--are explicit and clear from media report of these evidences.

Issue conflict reporting is defined as the extent to which differences in perspectives between two or more pairs of actors quoted in context of the particular issue are explicitly stated in media coverage.

Issue knowledge is operationalized on two levels: "knowledge of" and "knowledge about" an issue or social program. "Knowledge of" an issue involves information which is limited to awareness of relevant persons (actors), places or events. "Knowledge about" reflects information extending to understanding of the interrelatedness of the events in the broad context of the larger social issues they symbolize (Donohue, Tichenor and Olien, 1972).

From content analyses of nine newspapers, it was found that the degree of interpretation in media content units tends to be positively related to the degree of variation in the institutional bases of the status conferral or legitimating authorities utilized in coverage of a particular issue. Thus, the more differentiated the institutional orientations of the authority sources quoted in newspaper reports, the higher the likelihood for information about the issue to be presented analytically.

Also, survey research evidence from the communities covered by the newspapers studied indicates that exposure to relatively high interpretative and broadly based legitimation content tends to be correlated with higher levels of knowledge of the issue --"knowledge about". The study results also suggest that conflict which tends to lead to understanding is that which has been presented in an interpretative and analytic context.

A RETURN TO AKTEPE: A STUDY OF COMMUNICATION AND DEVELOPMENT IN A TURKISH SQUATTER SETTLEMENT

Christine L. Ogan, Ph.D.
University of North Carolina, 1976
Adviser: Richard R. Cole

This study of communication and development in the Turkish squatter settlement of Aktepe, Turkey, is a partial replication of the 1964 study by Granville Sewell.

Sewell focused the majority of his research on a group of rural migrants to the Turkish capital of Ankara, Turkey, describing their social, economic and political characteristics. When first interviewed in 1961-1962, the residents of Aktepe had lived in their community for an average of three years. The 1975 research attempted to locate and interview as many of the 276 original respondents as possible. The purpose of the longitudinal study was to determine what effects thirteen years of exposure to the urban environment and the mass media had on the lifestyle and attitudes of the people. Based on Sewell's measures of mass media use, economic and social conditions and his description of the settlement, it was possible to moniter the residents over time and generally determine what changes, if any, had taken place in aspects of their attitudes and behavior.

From the demographic data and a map of the settlement as Aktepe appeared in the original study, it was possible to locate 65 of the original respondents for interviews. The community itself had changed in many ways since 1962. A dry, rocky landscape had been replaced by fruit trees and gardens planted by the residents. Aktepe, once located some distance from the center of the city, had become surrounded by apartment buildings, stores and busy streets.

Changes in the lives of the residents of Aktepe did not take place independent of changes in the social, economic and political state of the Turkish nation. Economically, Turkey has experienced a period of industrial growth, but this growth has not been able to keep pace with the high birth rate and large migration to the cities. The large growth rate of the cities has resulted in unemployment and accompanying social problems. Since the late 1960's an inflationary trend has caused additional economic problems for the country. Turkey has had several changes of government in recent years but none of the governments have been stable or lasting. There have been many violent clashes between the far-right and far-left factions, further contributing to the country's political instability.

In this setting the respondents of this study have spent thirteen years in the capital city. They came to Aktepe with hopes for a better life for themselves and their families. Economically, their lives have improved somewhat. Some have moved or improved the construction of their houses. The city had provided electricity, water and sewage services to the settlement and many residents now own appliances which help to make their lives more comfortable. Most of the respondents own radios and television sets. Some have retired and live on pensions. The children of the respondents have grown up but most have not achieved the educational aspirations their parents had for them.

It was found that most of the residents were relatively content with their lives in Aktepe, having no desire to move to a better location.

Generally the residents have changed very little in significant aspects of their behavior and attitudes. Their overall mass media-use has decreased over the years in spite of a high reported use of TV. Most of their attitudes about life in the city were similar to those expressed in the earlier study. The only significant changes have taken place in the politicization of the respondents. They have become more aware of the importance of voting since 1962 and felt they could effect change in the political system.

Definitive conclusions about the effects of urbanization on mass communication-use patterns and attitude change were impossible based on the small sample size in this study. However, the findings did not support theories which attribute great importance to the impact of urbanization and mass media in converting people with traditional attitudes and lifestyle to more modern ways.

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PAY TELEVISION AND FREE TELEVISION: A POLICY ASSESSMENT BASED UPON A PROJECTION OF FUTURE CONSUMER DEMAND FOR A PAY TELEVISION

Ray Panko, Ph.D.
Stanford University, 1975
Adviser: Edwin B. Parker

Knowledge of consumer demand for pay television--or rather the lack of this knowledge--has long influenced the regulation of pay television. When the Federal Communications Commission originally authorized pay television in 1968, it could not predict the outcome of open competition between pay television and conventional television. Faced with the possibility of immediately destructive competition, the FCC imposed a set of strongly anticompetitive rules on the new medium.

By 1973, however, data on consumer demand were beginning to emerge rapidly. This study analyzes currently-available data and projects an upper bound for consumer demand to 1985. Special emphasis is given to demand parameters needed to analyze potential economic interactions between conventional television and pay television.

The analysis finds that potential economic interactions will not be large; they will be negligible to moderate, especially during the next five years but also throughout our projection period. While these projections must be tested experimentally, they imply that the basis for the FCC's current regulatory approach, namely a danger of immediate and serious harm to conventional television--is not well-founded.

The FCC and Congress should begin to reconsider the the current regulatory policy as soon as possible, to prevent inertia from cementing intellectual and legal precedents. The FCC and Congress should consider pay television broadly, as a part of a total system for financing television. Current regulations were designed to protect consumers from paying for what they now get free. But consumers already pay $5 billion per year--$75 per household on the average--to finance conventional television's production and distribution. Although these payments are made indirectly through taxes and premiums on advertised products, and although they might not be recoverable if television were not present, they are still large.

Historically, other media have not relied upon advertising alone, and the results have not been inimical to the public interest. For example, a full system of financing, including advertising, subsidies and direct consumer payments, has brought extensive diversity and quality to the print medium. The Federal Government should determine whether the same would happen in the television medium under a competitive and perhaps nondisjoint financing system involving pay television, advertiser-supported television and public television. At the very least, the Federal Government should not automatically place advertising support in a position of primacy.

It is important to continue the analysis of data in the future. Our current projections are not sufficiently precise to generate long-term regulations, only to probe general regulatory assumptions. Fortunately many data will be generated in the near future. If these data are collected and analyzed, the time horizon of projections can be lengthened greatly during the next three to five years.

One action must be taken immediately by the FCC, however, if future regulatory improvement is to be ensured. The FCC must immediately create a program of experimental relaxations to the current anticompetitive regulations. These regulations now prohibit key market tests that are critical to the creation of an effective long-term regulatory policy toward pay television. In the past, the FCC had opposed experimental relaxations on grounds of practicality and value to the regulatory process. While it is true that there are difficulties attendant to such a program, these difficulties are not severe. And without experimental relaxations, only cosmetic changes to the FCC's current regulatory approach are likely to be possible before time sets the FCC's original ad hoc policy into a form that will severely resist fundamental change.

The study does not consider antitrust or First Amendment implications of current FCC pay television regulations.

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NATIONAL SECURITY AND THE PEOPLE'S RIGHT TO KNOW

Emmanuel Paraschos, Ph.D.
University of Missouri, 1975
Adviser: Ralph Lowenstein

Inspired by the "Pentagon Papers" case, this study traces the philosophical and legal evolution of the public right to know through American history.

From the Colonial period to the creation of the Constitution to the early wars to the world wars to Vietnam, the study points to the legislative, executive and judicial decisions which influenced both the theoretical as well as the practical parameters of the citizens' right to know.

National security is examined within the libertarian framework and trends apparent in U.S. press history are analyzed. The stand of each branch of government vis-a-vis national crises is also studied with particular emphasis on the recent developments in executive privilege.

Finally, the study evaluates the viability of the right to know concept in America today and looks into its future prospects from the point of view of the government, the press and the people.

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MULTIVARIATE APPROACHES FOR EXPLORING THE EVALUATION OF DECEPTION IN TELEVISION ADVERTISING

Steven Eli Permut, Ph.D.
University of Illinois, 1975
Adviser: Arnold Barban

Modern advertising and marketing practices have increasingly come under attack because of what some see as a widening disparity between "what the seller, in fact, said" and "what the buyer actually inferred." Television advertising--particularly advertising that may be perceived as "deceptive" has received major attention from regulatory bodies (e.g., the Federal Trade Commission), consumer action groups, and concerned industry spokesmen.

One major difficulty in the study of deception in advertising is simply definitional. The legal judgment of deception in advertising has evolved through hundreds of cases and revolves around the current criterion of the "capacity to deceive" argument. Yet a considerable legal history dealing with deception has failed to explicitly consider the actual perceptions of people exposed to such advertising. Behavioral data are generally not an integral part of the judicial reviews and regulation of advertising. Furthermore, with few exceptions, almost no empirical research dealing with perceived deception in television advertising has been available in the published literature.

The objective of the present study was to explore the semantic structure used by subjects in assessing ("evaluating") a series of eight television commercials previously (but unofficially) rated for deceptiveness by FTC attorneys. Five local respondent groups, obtained on a convenience basis, were used: (a) 158 undergraduate students enrolled in an introductory advertising course; (b) 175 third-year law students; (c) 61 adult housewives; (d) 54 female children with an average age of 11.8 years; and (e) 66 black undergraduate students.

Two primary concerns of the study were: 1) to derive and identify a set of basic perceptual dimensions that characterize viewer response to a series of test advertisements; and 2) to determine if a deception dimension exists within the evaluative framework and which response variables define it. A further interest was the effect of individual differences in the anglysis of viewer response, as was the importance of aggregate or disaggregate analysis.

Aside from the substantive issues, attention was focused on the methodology of exploration by using the multivariate techniques of factor analysis, discriminant analysis, and points-of-view analysis. A number of methodological issues were addressed within each analytic technique as they related to two or more sides of the basic data matrices: the stimuli mode, the subject mode, and the scale (or "item") mode across all respondent groups. Findings were related to public policy-making requirements in the regulation of deceptive advertising practices.

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COORIENTATION IN THE NEWSROOM: AN ANALYSIS OF THE NEWS PREFERENCES OF REPORTERS, EDITORS, AND PUBLISHERS

Mark N. Popovich, Ph.D.
Southern Illinois University, 1975
Adviser: L. Erwin Atwood

Using coorientation theory as a stratagem, this study was conducted in the newsrooms of twelve Indiana dailies to analyze how reporters, editors, and publishers viewed each other's news selections concerning environment stories. Ten demographic variables were collected and analyzed to determine what relationship those variables played in newsmen's environment story selections.

Forty-seven reporters, thirteen editors, and eleven publishers volunteered to take part. Newspapers were chosen on the basis of circulation, and the index of water pollution indigenous to each newspaper city. The instrument used consisted of sixty-four news story synopses, which represented ten factors concerning environment issues. Reporters were asked to respond to the same instrument twice, editors three times, and publishers once.

Analyses included testing responses for congruence, accuracy, and agreement. Individual response patterns were factor analyzed, and the derived typologies were examined using multiple regression techniques. Three research questions were asked in order to better understand how reporters selected their stories, what demographic variables were associated with selection patterns, and how the story dimensions contributed to reporter interpretations of the sixty-four item instrument.

Results indicated that reporters did not distinguish ($D = 1.73$, $p > .05$) between their own news selections and how they thought their editor would respond to the same instrument. The same held true for editors in their relationship with reporters ($D = 3.19$, $p > .05$). Agreement differences ($D = 4.38$, $p < .01$) were significant between reporter own selections and editor own selections, however. With their publishers, editors perceived their own choices as significantly different ($D = 3.12$, $p < .05$), but the editor-publisher agreement score ($D = 3.85$, $p > .05$) indicated that editors were closer to publishers than they consciously realized. Of the ten demographic variables collected, only three--per cent of environment coverage, chain vs. independent ownership, and degree of community water pollution--were significantly related to the reporter accuracy score criterion variable.

Story selection patterns revealed that reporters chose only nine items considered to be consensus items. The corporate factor was the dominant story interest for reporters. Editor story patterns produced twenty-three consensus items marked by equal numbers of story factors and positive and negative valences. The individaul factor was rejected more by editors than any other factor. Publisher story patterns produced forty-four consensus stories, and all items strongly accepted contained the government factor.

Eight of the ten demographic variables collected correlated significantly with reporter story selection patterns: Number of years in journalism, number of years in present position, age of reporter, level of education, annual income, chain vs. independent ownership, newspaper's circulation size, and community pollution index.

Variance accounted for by story dimensions in six reporter story patterns was significant in total for each pattern, although individual story dimensions did not account for significant amounts of variance in the two smallest reporter groups.

The findings showed that little agreement existed between reporters and editors on environment stories. Editors tended to overestimate their knowledge of reporters, and underestimate their knowledge of their publishers. Concerning story patterns, younger reporters, working on larger newspapers, were more responsive to environment stories. Conversely, small-town reporters, with more experience, and less education, were less responsive to environment stories.

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THE CAREER DEVELOPMENT OF JOURNALISM AND MASS COMMUNICATION FACULTY MEMBERS

Sally Bourgois Pratt, Ph.D.
University of Minnesota, 1973
Advisers: Ruth E. Eckert, Mitchell V. Charnley and Raymond Nixon

Gains in journalism enrollments have been substantial, tallying more than 266 percent since 1960, compared to increases in American four-year college enrollments of about 150 percent. Expansion of journalism programs to accommodate both journalism majors and the increasing numbers of other students electing journalism courses calls for more faculty members. Information on recruiting, preparing, and fostering the career development of such people is therefore urgently needed.

Drawing upon theories of career development and previous empirical studies, a four-page questionnaire was developed and data gathered from 84 percent of 390 full-time and part-time faculty in 40 randomly selected departments of journalism and mass communication. Both descriptive and inferential statistics were employed in analyzing the resulting data, with the five percent level set for rejection of hypotheses.

Findings:

1. The typical faculty member is in his mid-forties and married. His parents usually had only a high school education and, judging from their reported occupations, he came from a middle or lower-middle class home.
2. Men dominate journalism faculties (93 percent), with women holding relatively minor positions.
3. Journalism faculty typically did not seriously consider college teaching until after their baccalaureate studies and some media experience, usually in the print media and lasting about eight years.
4. Nearly all held master's degrees and a third had earned doctorates.
5. Influential factors in choosing college teaching as a career were unsolicited job offers, a desire to contribute to journalism by teaching, intellectual challenge, and the relative freedom and independence of faculty employment. Especially for those employed part-time, entry to college teaching was more a matter of chance than of deliberate planning.
6. Each of the following teaching experiences was reported by approximately a third of the respondents: teaching as a graduate assistant, military, evening, or part-time teaching, and teaching in other colleges. A tenth reported no prior teaching experience.
7. Respondents most often said they chose their present employment because of the reputation of the institution, its location, or the availability of the position.
8. Teaching activities usually claimed about 60 percent of these faculty members' time, with services to students and administrative-committee work ranking next. A third would like to spend more time on teaching activities and another third on research and writing. Top-ranked teaching areas were courses dealing with newspaper, radio-television, and mass communication and society.
9. Three-fifths had published journal articles in the past five years and a third produced one or more books. They belonged, on the average, to 3.5 professional organizations and attended 2.5 meetings annually. Activity in professional associations and publication output tended to increase with rank but not with institutional size.
10. More than 80 percent reported themselves satisfied with their careers and said they would again choose college teaching as a career. Students and intellectual stimulation were the main reported satisfactions, whereas heavy workloads

and inadequate compensation were most often cited as reasons for dissatisfaction.

11. Measures most frequently recommended for recruiting and retaining faculty pertained to lighter workloads, more compensation, more emphasis on professional experience, and rewarding teaching excellence.

Conclusions:

1. The career decisions of journalism faculty came rather late compared to those of faculty in other fields.
2. Unsolicited job offers were important in recruiting new faculty, particularly for part-time posts.
3. Preparation for this career typically included considerable media experience. A smaller proportion had earned doctorates than in college faculties generally, but these journalism faculty members' records in publications and other professional services were substantial.
4. Journalism faculty derive much satisfaction from working with students. Though some dissatisfaction was expressed with certain conditions of service, four-fifths would again choose a career in college teaching.

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AMERICAN REPORTERS AND THE MEXICAN WAR, 1846-1848

Thomas William Reilly, Ph.D.
University of Minnesota, 1975
Advisers: Edwin Emery and George S. Hage

The Mexican War, 1846-1848, coming soon after the start of the penny press era, was the first major war to be reported extensively by American journalists. This study primarily examines the performance of American reporters in Mexico during the war period, the content and style of their articles, the various means used to transmit the news to papers in the United States, and the roles of the penny press and the political press in the war's coverage.

One of the main findings of the study is that the war was more extensively reported than previously recognized. Correspondence regarding the war's progress came to newspapers from three principal categories of writers: 1) "special correspondents" assigned specifically by newspapers to travel to Mexico to report on the war's progress; 2) "occasional correspondents," usually former newsmen or printers who initially joined the army as volunteers and later had time to write to newspapers on an informal basis; and 3) "letter writers," members of the army who corresponded with political newspapers in order to promote or detract from the exploits of various leading military officers or units.

At least 11 individuals were considered "special correspondents" at various times during the war: George Wilkins Kendall, F. A. Lumsden, Christopher Mason Haile, D. Scully, Charles Callahan and John E. Durivage of the New Orleans Picayune; John L. Freaner and George Tobin of the New Orleans Delta; John Peoples of the Delta and the New Orleans Crescent; John Tobin of the Philadelphia North American; and John Warland of the Boston Atlas. Although the role of Kendall in reporting the war has been established, the present study indicates Freaner, Peoples and Haile also were important correspondents during this period.

The New Orleans press, closest to the war zones, led the coverage of the conflict. Because newspapers of the day depended heavily on news from their "exchanges"--free copies of other newspapers--the reporting of the New Orleans reporters was widely reprinted throughout the United States. In addition to the influence their reporting had on American public opinion, Kendall, Freaner (using the pseudonym "Mustang") and Peoples ("Chaparral") all had national reputations by the war's end.

Although their writing on occasion reflected pro-Whig or pro-Democrat attitudes, the correspondents for the most part strongly supported America's involvement in the war and the concept of Manifest Destiny. They also empathized strongly with the army, which was relatively small and isolated in the interior of Mexico; reflected attitudes of distrust and bias against the Mexicans; and promoted and reinforced the popular war hero images of Zachary Taylor and Winfield Scott.

The study also explores the development

and contribution of the "war papers," American owned and operated newspapers which Yankee journalists started in the American occupied areas of Mexico. These papers were an important source of the war's news and served the needs of both the troops at the front and the public at home. Before the war ended American newsmen established 20 war papers in 13 Mexican cities.

Also examined in the study are censorship and newspaper suppression during the war; patterns of transmitting the news from Mexico to the press at home; the development and utilization of the telegraph and other communication systems; the role played in the war by the Polk Administration paper, the Washington Union; and the response of the penny press leaders to the challenge of reporting the war.

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A COHERENT SYSTEMS METHODOLOGY FOR THE ANALYSIS OF HUMAN COMMUNICATION SYSTEMS

William D. Richards, Ph.D.
Stanford University, 1976
Adviser: Edwin B. Parker

The dissertation is divided into four parts. The first examines prior conceptual and operational approaches to the study of human communication systems. It is shown here that early scientific models of reality were not only inadequate in their ability to explain complex phenomena but also directly contradictory in their assumptions about the nature of the universe. Out of the dialectic came the systems approach--a method that emphasizes relationships among the parts in its focus on organization as the key to understanding. Early systems methods for analysis of communication systems are reviewed in the second chapter of this part.

Part Two presents a reconceptualization of the systems paradigm. The lack of clear conceptual foundations is identified as a problem common to all the earlier methods; thus the presentation begins with an analysis of the form of systems in Chapter Three. Chapter Four examines the processes by which we gain access to form--the processes of observation and description--processes that are seen to be especially complex in information processing systems. In Chapter Five structure is examined as the appearance of form; here the centrality of the concept of constraint is unique.

In the third part, which is organized in parallel with Part Two, an operational approach for the analysis of complex systems is described. The method takes the form of a recursive loop which is called GASSICS--A General Algorithm for Studying Structuring In Complex Systems. The chapters of Part Three develop the method for the case of human communication systems. There is one chapter for each step in the loop: data collection/measurement; structural analysis; and the identification of component subsystems. The third stage is operationalized as a special type of network analysis, called G-Network Analysis (GNA), for which an algorithm and a computer program are provided. Finally, a brief history of the development of these operational steps is given in Chapter Nine.

There are two chapters in Part Four. The first presents an example of the use of the new method of analysis. In the second the new method is examined for its potential to aid in the advancement of theory and the guidance of research in the general area.

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AN INQUIRY INTO THE APPLICATION OF THE MARKETING CONCEPT TO NINE SELECTED TEXAS DAILY NEWSPAPERS

Dennis C. Schick, Ph.D.
Southern Illinois University, 1975
Adviser: Harry W. Stonecipher

Since 1950 the marketing concept has been one of the most popular topics of business literature. Although considerable lip service in the 1970s has been given to the need for newspapers to become more marketing oriented and to adopt the marketing concept, studies have not been done to determine whether newspapers already are practicing the marketing concept.

The marketing concept is a business management philosophy which focuses the activities of all departments of a company on customer needs and integrates total company efforts toward the profitable identification and satisfaction of these needs.

From marketing literature ten criteria of the marketing concept were isolated. The three criteria receiving heaviest emphasis were consumer orientation, integrated orientation and profit orientation. The other seven were organization, communication, top management leadership, change, planning, research, and the marketing mix.

Nine daily newspapers in Texas, perceived to be "successful" by the Texas Press Association, were selected to study their day-to-day operations and relate them to the marketing concept. Three new papers in each of three circulation sizes were used: small (under 25,000 circulation), medium (25,000 to 99,999) and large (over 100,000). Personnel studies on each newspaper included the advertising manager, circulation manager, editor and publisher or general manager.

Questionnaires were constructed from the ten marketing concept criteria, using specific examples of practice for each department. Follow-up personal interviews with subjects were used to probe questionnaire answers and to explore specific knowledge about the marketing concept. A scoring system was devised to summarize and compare marketing concept awareness and practice by newspaper size and departments.

In general, it was found that subjects were aware of the marketing concept, but with limited understanding. Concerning practice of the marketing concept all newspapers scored high on a predetermined scale. Generally, the larger the newspaper the greater the marketing concept orientation, and advertising departments were more marketing concept oriented than either circulation or news departments.

All newspapers and departments had problems which interfered with marketing concept practice, but most were normative and did not prevent its practice. All subjects recognized and gave examples of benefits from implementing the marketing concept.

Generally, the marketing concept could be applied to subject newspapers. Advertising managers readily identified with the concept but circulation managers and editors found it somewhat foreign to their departments. Apparently the marketing concept has limited application to news departments, which by role, must be somewhat isolated and independent. The study further emphasized the increasing interest in marketing principles and practices by the newspaper industry.

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A STUDY OF URBAN PROBLEM TREATMENT IN THE MEXICAN PRESS: THE IMPACT OF INTERNATIONAL NEWS DIFFUSION ON NATIONAL DEVELOPMENT

Michael Sewell, Ph.D.
University of Texas, 1975
Adviser: Joseph A. Taylor

The dissertation is a study of news coverage of urban problems by journalists at daily newspapers in Mexico's three largest metropolitan areas--Monterrey, Guadalajara and Mexico City. The study focuses on international news diffusion in terms of urban news for Mexican journalists.

The probable effects of such diffusion are treated by comparing interview data obtained from the journalists with actual news coverage in their newspapers, as measured via content analysis. The relationship of what Mexican journalists are aware of in terms of international urban problems to what they actually report in their newspapers about local urban problems is related to broader theory on the role of urbanization and the role of the mass media in national development.

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JOB SATISFACTION, CAREER PATTERNS, AND JOB HUNTING AMONG JOURNALISM GRADUATES

Harold Carman Shaver, Ph.D.
Syracuse University, 1976
Adviser: Maxwell D. McCombs

This study was designed to find answers to two general questions: 1) Are journalism graduates taking advantage of their journalism training by pursuing journalism careers? and 2) What are the possible reasons they have not entered or remained in journalism, and especially what creates job satisfaction or dissatisfaction for a journalism graduate?

A mail questionnaire was sent to 458

1960 and 1970 news-editorial and advertising majors of seven self-selected universities. Only universities possessing American Council for Education in Journalism accreditation in 1970 in both advertising and news-editorial curricula were considered for the study. The 235 respondents provided information on 533 jobs.

Analysis focused primarily on job factors which satisfied and dissatisfied the respondents. Frederick Herzberg's two-factor job satisfaction theory provided the theoretical base for the analysis. Instead of the traditional theoretical approach which says job satisfaction is a single continuum going from satisfaction to dissatisfaction, Herzberg's theory says job satisfaction has two continua, one going from no satisfaction to satisfaction and involving motivators and another going form no dissatisfaction to dissatisfaction and involving hygienes.

Motivators relate to the content of the job and include achievement, recognition, the work itself, responsibility, advancement, and the possibility of growth. Hygienes relate to the context of the job and include company policy and administration, salary, supervision, factors in personal life, job security, working conditions, status, and three categories of interpersonal relations (with peers, with subordinates, and with superiors).

Respondents were divided into those in the field for which they had studies, those who had dropped out, and those never in the field. Analysis attempted to establish ressons for dropping out. A third section viewed job functions, employers, job tenure, salary, the number of contacts and methods relative to locating jobs, and feelings toward job offers.

Expressing an overall positive feeling about their jobs, the respondents were generally supportive of the Herzberg theory with their indications of job satisfaction and dissatisfaction. The biggest contribution to job satisfaction was the opportunity for acquiring new professional skills and stature, and the biggest contribution to job dissatisfaction was low salary.

The study of dropouts indicated news-editorial majors dropped out because of negative effects on their personal lives while advertising majors dropped out because of incompetent superiors. The dropout rate for news-editorial majors was considerably higher than for advertising majors. The new dropouts were more likely to be married and have children than the other news majors, and the advertising dropouts were distinguished from the others by the level of paid experience prior to graduation.

Other comparisons indicated news-editorial majors remain with their jobs longer than advertising majors; no differences of salary level exist between advertising and news graduates; most jobs are located through just one contact; news-editorial majors' jobs are more likely to be located through self-initiated contacts while advertising majors were likely to be introduced to their new bosses by various associates; and the only group of respondents who expressed any degree of unhappiness upon taking a new job were the 1970 news-editorial graduates when entering their first jobs.

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COVERAGE OF CONSCIENTIOUS OBJECTORS TO THE VIETNAM WAR: AN ANALYSIS OF THE EDITORIAL CONTENT OF AMERICAN MAGAZINES, 1964-1972

Stuart Wesley Showalter, Ph.D.
University of Texas, 1975
Adviser: Werner Severin

The primary hypothesis of this study suggested that the press in America would take negative positions in its editorial (i.e., non-advertising) copy toward conscientious objectors in wartime because of societal pressures against a deviant minority during a national crisis and because of the press' traditional support for the norms of the larger culture. This hypothesis, along with five secondary hypotheses, was tested by a content analysis of 138 articles about conscientious objectors which appeared in national popular magazines during the Vietnam War era, 1964-1972.

Evaluative assertion analysis, a technique developed by Charles Osgood, was the methodology employed in extracting and coding 999 assertions about objectors from these articles. The primary hypothesis was not supported as the magazines accorded favorable treatment to objectors (average assertion score of +.632 on a +3 to -3 scale). However, all the secondary hypotheses received varying degrees of confirmation from the data.

This study indicates that magazine journalists, at least, recognized the contribution of one legally protected minority group as a viable one. They fulfilled their editorial obligations in a manner consistent with standards of performance outlined under the so-called social responsibility theory of the press.

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A SURVEY OF INSTRUCTION IN NEWSROOM COMPUTER TECHNOLOGY IN NEWS-EDITORIAL COURSE SEQUENCE IN DEPARTMENTS, SCHOOLS AND COLLEGES OF JOURNALISM

William R. Steng, Jr., Ed.D.
Oklahoma State University, 1975
Adviser: Donald Robinson

This study surveyed accredited and non-accredited news-editorial sequences in departments, schools and colleges of journalism for information as to how instruction in newsroom computer technology was being provided. Characteristics of the sequences, the present status of instruction, obstacles to the provision of present instruction, desired status of instruction and the likely status of instruction in 1980 were surveyed by mail questionnaires sent to top administrators of journalism programs with accredited and non-accredited news-editorial sequences.

The survey reported responses of top administrators of journalism programs with accredited news-editorial sequences, of top administrators of journalism programs with non-accredited sequences, and of top administrators of journalism programs with news-editorial sequences as to characteristics of the sequences, the present status of instruction, obstacles to the provision of instruction, the desired status of instruction, and the likely status of instruction in 1980.

An apparent lack of newsroom computer equipment was reported. This seemed to be related mostly to the economic obstacles equipment costs and journalism budgets. The lack suggested instruction in newsroom technology was less than what program administrators would prefer. Despite the apparent obstacles, journalism programs indicated they wanted to retain responsibility for teaching newsroom computer technology and not have it assumed by newspapers. Nor did the journalism programs want much instruction in computers and technology provided by other academic disciplines.

Top administrators indicated newsroom computer technology equipment would be more available in the news-editorial sequences in 1980 than at present, and that what seemed most desirable in instruction in newsroom computer technology did not seem likely to be available in 1980.

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COMMUNICATION AND COMMUNITY DECISION-MAKING IN THE LAKE SUPERIOR REGION

Lowndes F. Stephens, Ph.D.
University of Wisconsin, 1975
Adviser: Steven H. Chaffee

General agreement between leaders and citizens on what problems and issues are relevant for scrutiny by county decision-makers may be an important necessary condition for effective and acceptable public policy decisions at the county level of government. The ability of county leaders to accurately estimate public opinion on these problems and issues may be another necessary condition.

One purpose of this dissertation is to determine if county leaders and citizens share similar viewpoints (i.e., agree) on man-environment issues in their county. Another objective is to determine how accurately county leaders are able to estimate public opinion regarding these issues. A third research objective is to relate levels of agreement and accuracy on these issues to the information-seeking behaviors and political involvement of county leaders and the general public.

A final objective is to test some general hypotheses about the relationship between county leader characteristics and leader-general public agreement and accuracy.

Field interviews with a total of 34 county leaders in four northwestern Wisconsin counties comprise one data set, and a secondary analysis of 396 general public interviews in these same four counties constitutes the second data set. Respondents in the leadership and general public samples were asked the same attitudinal questions. The dissertation project was funded in part by a grant from the Rockefeller Foundation to the Institute for Environmental Studies, University of Wisconsin.

A coorientational research design based on the Chaffee and McLeod model was utilized to achieve the research objectives. Stepwise multiple regression analysis and partial correlation analysis are statistical procedures used to test the hypotheses.

High levels of coorientational agreement and accuracy exist in the four counties. The highest levels are in those counties where leaders report heavy dependence on personal sources of information and opinion; and where citizens are very critical of county leadership, and make strong efforts to communicate their views on public issues to leaders. Citizens in these counties are also active information seekers and frequently engage in attempts to influence county decisions.

One expectation of the study was that coorientational accuracy derives mainly from active information-seeking and-sharing, while coorientational agreement may theoretically be achieved without information exchange. Accordingly, the information-seeking behaviors of leaders were expected to be stronger predictors of accuracy than demographic characteristics such as age, years residence in the county, years tenure in a county leadership position, and education. On the other hand, we expected demographic explanations of agreement to be stronger than communication explanations. Communication variables included the number of different personal contacts on which leaders said they depend in making decisions on county and statewide issues; the number of different specialized media sources on which they said they depend in making decisions on county issues; and newspaper exposure time.

Contrary to expectations, the net contribution of demographic variables to explained variation in accuracy is much greater than the net contribution of communication variables. The results suggest that leaders who are "high" in accuracy, as compared with those with "low" accuracy scores, are better educated; depend more on personal contacts; are younger; have lived in the county longer, but have served fewer years in their positions of county leadership. Education was the strongest predictor variable in the stepwise regression equation.

As expected, demographic variables make the strongest net contribution in explaining variation in agreement scores. Leaders with "high" agreement scores are somewhat younger, but have lived in the county longer than those with "low" agreement scores. Dependence on personal contacts, however, is the strongest predictor of agreement. The results suggest that the more diverse the personal contacts used by leaders in decision-making, the more likely it is that leaders and the general public will disagree on county issues.

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MANAGEMENT OF RESOURCES IN COMMUNITY-SIZED NEWSPAPERS

Gerald Cory Stone, Ph.D.
Syracuse University, 1975
Adviser: Edmund C. Arnold

The Management of Resources project is a nationally based, statistically valid sample of America's community newspapers, defined as any general interest, newspaper format publication with fewer than 8,000 paid subscribers. By combining a survey questionnaire form with newspaper directory statistics, census data and a content analysis of cost categories in participating newspapers, the study uses a broad base of independent measures as validity checks for data analysis. The purpose of the research is to describe the field of community newspapers today, primarily from an economic standpoint, and to focus on salient internal and external newspaper industry problems.

Description of the community newspaper field includes comparisons among groups of newspapers on a frequency of publication basis and on an individual ownership versus chain affiliation basis. Revenues and costs or operation are shown for each of the categories studies, along with a presentation of the type of community, the content of the newspaper, the management structure, and differences in the background of the publisher.

Principal conclusions of the research are that:

1. Chain affiliation is a management decision which has little effect on the appearance or content of the paper, but which alters internal publishing procedures.
2. Higher circulation in community newspapers is closely associated with higher advertising line rates, subscription prices, income and net profit--therefore neither competition nor tradition play an important role in determining these measures of newspaper profitability.
3. The quality of community residents --their likelihood of being newspaper readers--is a more important factor in determining circulation of the newspaper than any other aspect of the community including size, growth and prosperity. A formula is offered to determine the community rating on newspaper readership potential.
4. The financial success of a newspaper is determined by flexible internal management decisions rather than the inflexible conditions of the community of publication.
5. Content of community newspapers is similar across publication frequency boundaries and remains stable over time. There are definite dimensions of content categories in newspapers, one of which is community service. There is evidence that weekly newspapers which are high in community service content are also more profitable.
6. Because content is stable, and because key aspects of the annual financial statement are highly interrelated, it is possible to predict annual adjusted gross income, total annual expenses and net income of the newspaper by counting the inches of advertising copy in two consecutive issues of the newspaper.
7. Annual cost studies by the National Newspaper Association and the Inland Daily Press Association are based on representative samples in spite of the self-selection of participants in these studies.

There is an urgent need in the community newspaper field today for industry information that might improve economic solvency and thereby insure independence of individual newspapers. This study is offered as a beginning to meet that need.

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MASS COMMUNICATION AND KNOWLEDGE AND ATTITUDE GAPS ABOUT POPULATION AND FAMILY PLANNING IN A DEVELOPING URBAN SOCIETY

Boonlert Supadhiloke, Ph.D.
University of Wisconsin, 1976
Adviser: John T. McNelly

This study examines the effect of mass communications in terms of knowledge and attitude in the field of population and family planning. It focuses on the issues of knowledge and attitude gaps between different socioeconomic strata.

The basic assumption underlying this study is that the socioeconomic status of individuals exercises constraints on the kinds of communication channels and messages to which they become exposed. Exposure to communication channels determines the amount and kinds of information they possess. This information provides the basis for their knowledge as well as beliefs. Their beliefs, in turn, become organized into attitudes which can influence their behaviors.

The present study seeks to explain the "causal" relationships of 12 variables. The variables are age, sex (both treated as exogenous variables), education, income, civic concern, printed media exposure, television exposure, interpersonal communication exposure, knowledge about societal aspects of population, knowledge about personal aspects of family planning, societal attitude and personal attitude (knowledge and attitudes treated as endogenous variables).

The data for this study were gathered

in a sample survey in 1974 in Barquisimeto, a regional capital in the rapidly developing and urbanizing country of Venezuela. The sample consists of 636 adults of both sexes.

Path analysis has been used to draw causal inferences about the relationship of the study variables. The present analysis explicitly took into account measurement error which has been ignored in many previous studies. Thus, the presumed model was tested with and without adjustment for random errors of measurement.

The results, based on both uncorrected and corrected estimates of parameters, lend partial support to hypotheses. With reference to the knowledge gaps, it was found that, as expected, the two socioeconomic status variables, education and income, were functioning to reinforce or increase existing gaps. There were, however, indications that the media, particularly television, potentially could contribute to reducing the knowledge gaps. It was found that television had a significant effect on societal knowledge across socioeconomic strata before and after the corrections for attenuation with a larger magnitude of corrected effect for the lower stratum. This suggests that television is a "knowledge leveler" in the area of population and family planning.

Printed media exposure was found to have considerable correlation with societal knowledge with a slightly larger magnitude within the lower stratum than within the upper stratum. However, controlling for an impressive array of antecedent variables in the path model led printed media to have only a negligible effect on societal knowledge.

Inspecting the attitudinal gaps, there appeared no clear-cut evidence pointing to differential effects of media variables on attitudes toward population and family planning across socioeconomic strata. The results suggest that the ways in which media exposure indexes affect population and family planning attitudes do not differ between socioeconomic strata as much as had been expected. Rather similar processess appear to be at work in both socioeconomic strata. The net result is that attitude and knowledge gaps probably can be reduced only through the adoption of planned channel and message strategies.

AN EXPERIMENTAL STUDY OF THE RELATIONSHIP OF SELECTED VARIABLES TO THE PERCEPTION OF DECEPTION IN ADVERTISING MESSAGES

James Leslie Terhune, Ph.D.
Indiana University, 1975
Adviser: John C. Schweitzer

An experimental study was designed to measure the relationship of selected variables to the perception of deception in advertising messages which have been the object of complaints by the Federal Trade Commission and a *corrective* message for one of the products.

The 121 student and non-student consumers saw messages for Domino Sugar, Hawaiian Punch, Bayer Aspirin, Cope Pain Reliever, and Listerine Antiseptic, all either *legally* or *allegedly* deceptive. The corrective message was for Domino Sugar.

Pre-measures of attitude toward product, attitude toward advertising and consumerism, and source-message orientation were obtained. Two Guttman scales, both using four statements, were developed for measuring *extent misleading* and *attitude toward product*. Subjects were asked their *personal beliefs* about statements alleged by the Federal Trade Commission to be either stated or implied in the messages and then they were asked whether they believed the message had either *stated or implied* such a claim.

Specific hypotheses tested were that 1) the higher the consumer's attitude toward product (by reason of prior usage or other commitment), the less misleading he will perceive an advertising message for that product; 2) the higher the consumer's predisposition toward the institution and/or practice of advertising, the *less* misleading he will perceive an advertising message; 3) the higher the consumer's predisposition toward the consumerism movement, the *more* misleading he will perceive an advertising measage; and 4) the higher the consmmer's orientation to *sources*, the more misleading he will perceive an advertising message from a low credibility source.

Based on the findings, the following conclusions were reached:

1. Attitude toward product is signifi-

cantly correlated with the extent to which some advertising messages are perceived misleading. Pearson product-moment correlation coefficients were significant for the Hawaiian Punch, Bayer Aspirin, Cope Pain Reliever, and Listerine Antiseptic messages.

2. Attitude toward advertising (as measured by a scale comprised of nine statements drawn from the Bauer and Greyser study) was significantly related for Bayer Aspirin and Cope Pain Reliever. The statement, "In general, I am favorable to advertising," was significant for Domino Sugar, Bayer Aspirin, and Listerine Antiseptic. And the statement, "Most advertising insults the intelligence of the average consumer," was significant for Hawaiian Punch, Bayer Aspirin, Cope Pain Reliever, and Listerine Antiseptic.

3. Attitude toward consumerism (as measured by a scale comprised of three statements drawn from General Electric studies of attitudes toward business and other sources) was significantly correlated for Bayer Aspirin, Cope Pain Reliever, and Listerine Antiseptic and was near significance for Domino Sugar (corrective only subjects) and for Hawaiian Punch. The relationship was a negative one as predicted.

4. Source orientation was significantly correlated with extent misleading for subjects who had a low attitude-toward-product score only in the instance of Bayer Aspirin and Cope Pain Reliever. The low attitude-toward-product score was used as a measure of low source credibility lacking any other specific index.

Other results indicated that subjects who were exposed to the corrective message for Domino Sugar but not to the deceptive increased in favorability toward the product but those who saw the deceptive version first decreased in favorability. Subjects found the deceptive messages significantly more misleading than the corrective (using t-tests to measure significance). Subjects personally disagreed with most of the statements or implications alleged to be false by the Federal Trade Commission, but they generally concurred that the statements or implications were a part of the messages.

RESPONSIBILITY: A COMMUNICATIONAL APPROACH TO A JOURNALISTIC PROBLEM

Mary E. Trapp, Ph.D.
University of Iowa, 1976
Adviser: Hanno Hardt

The thesis, building on both John Dewey's pragmatic philosophy and Martin Buber's dialogical philosophy, attempts to develop a model of journalistic responsibility that reflects the communicational nature of journalism. Communication is conceptualized as a conversation having two basic patterns: monologue--the I-It relationship, and dialogue--the I-Thou relationship. Responsibility is the ability to respond to the other in dialogue. Its opposite, the monological It-world, is not so much irresponsible as a-responsible. The It-world is not necessarily morally bad; responsibility is simply a relationship foreign to it.

We cannot force ourselves to respond to the other as subject rather than as object. In addition, we cannot force another to participate in the dialogue with us. This suggests that no activity can be constantly responsible, for we move from responsibility in dialogue to monologue. This also suggests that responsibility cannot be insured. The real problem of responsibility becomes, then, not responsibility itself, but the relationship between responsibility and the monological relationships of the It-world. The problem becomes one of providing a transitional link between the worlds of monologue and dialogue in order to encourage dialogue.

One such link is described as the situation of potential responsibility which could be created within the It-world. Such a situation would create conditions in which it would be more difficult than usual to treat an other as an object.

The redefinition of responsibility contrasts with standard ideas about journalistic responsibility. The thesis argues that such standard ideas are drawn from general responsibility literature, from the First Amendment, and from journalistic practice. General responsibility literature presents three standard definitions of responsibility, i.e., responsibility as obligation, as cause, or as accountability. The contemporary idea of journalistic responsibility drawn from First Amendment interpretation imposes on journalists two contradictory obligations: being a "watchdog" of the public's interests against government encroachment, and, conversely, serving as a liaison between government and people. Journalistic practice has generated a number of techniques that have tended to be equated with responsibility. The techniques examined are accuracy, fairness, and objectivity. All these conventional explanations of journalistic responsibility are found to be indaequate approaches to the problem.

The alternative interpretation of journalistic responsibility offered describes journalism as a mix of distinguishable communication patterns, involving the content, the process, and the institution of journalism. Continuously responsible journalism is impossible, because continuous dialogue is impossible and because much of journalism is necessarily monological. Journalism by definition involves using people and their experiences as a means to the end of getting and publishing the news.

What is needed is not constant responsibility, but more responsibility than is present now. The thesis explores ways in which more responsibility could be encouraged through structural changes in the It-world, i.e., through creation of situations of potential responsibility in the It-world. How such situations might be created is the final question considered, and no swift or easy answer is found. Gradual modification of journalistic attitudes through changes in journalism education is suggested as one possible course toward creation of such situations.

The thesis concludes that responsibility may be of limited applicability to journalism and that the problems facing journalists may not have ethical solutions.

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A COORIENTATIONAL ANALYSIS OF GATEKEEPER, AUDIENCE, AND PUBLISHER PATTERNS OF NEWS SELECTION

Edgar P. Trotter, Ph.D.
Southern Illinois University, 1975
Adviser: L. Erwin Atwood

Using the General Coorientation Model of Chaffee and McLeod as an organizing paradigm, the research measured coorientation relations which gatekeepers had with their audience as well as with their publisher. It was hypothesized that because of strong socialization pressures, gatekeepers would have stronger agreement and accuracy relations with the publisher than they would have with the audience and that the gatekeepers' congruency relations with the publisher and audience would not significantly differ.

Additionally, research questions were posed to investigate 1) whether specific editor types existed, and if so, what variables distinguished them and 2) whether the editors selected news items for a particular subgroup to the audience, and if so, what variables distinguished such a subgroup from others in the audience.

A 54-item Q-sort was administered to ten editors, the publisher, and 39 readers of the Paducah (Ky.) Sun-Democrat. The Q-sort was made up of five news dimensions: impact; oddity; conflict; prominence; and magnitude. The publisher was asked to rank the 54 items as he would prefer to see them published in the newspaper. The readers were asked to sort the stories 1) as they would prefer to see them published in the newspaper and 2) as they thought the editors would rank the stories. The editors were asked to rank the stories 1) as they would publish them in the newspaper, 2) as they thought the audience would rank them, and 3) as they thought the publisher would rank them. Additional demographic and attitudinal information was gathered with a short questionnaire.

Gatekeepers had a high congruency relation with both the publisher and the audience. Each correlation was significantly greater than .70 and not significantly different from one another. However, the editors were found to be not so accurate as they perceived themselves to be. Only the gatekeeper-publisher accuracy relation was significantly greater than .70. No significant difference was found in the accuracy with which the editors estimated the preferences of either the publisher or the audience, however. There was no difference between the gatekeeper-publisher and the gatekeeper-audience agreement levels, both of which were significantly greater than .70. Editors were found to perceive themselves to be in greater agreement with the publisher than they actually were while they did not perceive themselves to be in greater agreement with the audience than they actually were.

Q factor analysis failed to produce more than a single editor type. Therefore, all respondents were included in a Q factor analysis to determine if the professional group was in agreement with some subgroup of the audience. Factor analysis produced three distinct types, of which nine of the ten gatekeepers and the publisher were included in a single type. Multiple discriminant analysis and linear regression analysis were performed on the scores of the three groups with all professionals excluded from the analysis. The type which agreed most with the gatekeepers was of the highest education level, thought the newspaper was edited for people like them, and preferred stories with impact, conflict, and magnitude. The second type was of a lower education level than the first type, believed the newspaper was biased, and preferred stories with impact, oddity, and magnitude. The third type was the lowest in educational level, believed least the newspaper was edited for people like them, saw the newspaper as very unbiased, and preferred stories with oddity and conflict.

EDITORIAL LEADERSHIP IN A TIME OF CRISIS: VIRGINIA'S MASSIVE RESISTANCE, 1954-1959

William H. Turpin, Ph.D.
University of North Carolina, 1976
Adviser: A. [illegible] Secrest

In May of 1954, the United States Supreme Court ruled in *Brown v. Board of Education* that segregation by race in the public schools was unconstitutional. A year later, the court issued its implementation decree, ordering states to proceed with desegregation of their schools.

In Virginia, the first ruling was met initially by citizens and the state leadership alike with determination to "obey the law of the land," although the decision ran contrary to Virginia's long history of segregated schools. The state leadership, however, quickly reversed positions and struggled for nearly five years to avoid integration. The state adopted a resolution of interposition, amended its constitution to permit state payment of tuition grants for private education, passed laws to harass the National Association for the Advancement of Colored People, and pursued other courses to resist the edict. U. S. Senator Harry Flood Byrd issued a call for the state, and the South, to massively resist the order. The state went so far as to close some schools, in late 1958, to avoid integration, but the massive resistance laws were overturned by the Virginia Supreme Court of Appeals and a federal district court in early 1959.

During the entire period of massive resistance in Virginia, only one major white daily newspaper consistently resisted efforts to avoid desegregation. The Norfolk *Virginian-Pilot* and its editor, Lenoir Chambers, fought a long, lonely campaign against the prevailing popular opinion in the state. Virginia's other two major newspapers, the Richmond *Times-Dispatch*, edited by Virginius Dabney, and the Richmond *News Leader*, edited by James Jackson Kilpatrick, supported the massive resistance movement, although to different degrees. Almost without exception, other daily newspapers in Virginia fell in line behind the state political leadership efforts to avoid desegregation.

This dissertation attempts to examine the roles played by these three newspaper editors as massive resistance was running its course, and to come up with reasons for the three rather distinct positions taken.

Kilpatrick, a native of Oklahoma, was

a conservative whose philosophy matched that of his publisher during the period, so he had no conflict in attempting to sway public opinion toward the massive resistance stand. Dabney, considered during the 1930's and 1940's as perhaps the South's most articulate liberal journalist, was caught in an ideological squeeze and has been labeled an "apologist" for the massive resisters. Chambers, it is argued never swerved in his devotion to the law and in his love of the public school system, and thus campaigned, in vain, against the massive resisters until his position was vindicated by judicial action in early 1959.

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COMMUNICATION OF DEVELOPMENT ISSUES IN THE NIGERIAN MASS MEDIA: A SOCIOLOGICAL PERSPECTIVE

Francis O. Ugboajah, Ph.D.
University of Minnesota, 1976
Adviser: Robert Lindsay

Developing countries, particularly Africa, are noted to be "full of conflict" yet this factor has hardly been examined for the distributive and system's maintenance functions of the mass media in this area.

The study examines the attitude of key decision makers in the Nigerian mass media on four key issues of conflict in the National Development Plan period, 1970-1974, and how these issues were communicated in the newspaper and broadcast media.

It was hypothesized that the media gatekeeper in Nigeria has a pro-power structure attitude on conflict issues of national development and, further, that this attitude is reflected in his treatment of these issues in the channels of communication over which he has editorial control.

Personal interviews, a structured questionnaire, content analysis and participant observations were used. Thirty out of 57 key journalists in the universe of the Nigerian broadcast and daily newspaper media gatekeepers were chosen as respondents. All Nigerian daily newspapers but three and news bulletins of four strategically located radio stations were selected as samples for the content analysis.

The study established that key Nigerian journalists are relatively young (a medium age of 38 years), affluent and satisfied with their jobs. Most (60%) would choose to enter public relations while none would want to work for government information services. Most newspaper editors have a university education. Gatekeepers with the least formal education are more prominent in the broadcast sector, especially the Nigerian Broadcasting Corporation, largest and most expansive media institution in Nigeria. Most belong to professional associations, believe in a free flow of information, diversity of media voices, and reporting in the public interest. These beliefs tend to mirror the attitudes of newspapermen rather than broadcasters. The latter are more inclined to take special notice of rural development in their reportage. Most agree that foreign business is not socially responsible, but such criticism increases as the gatekeeper's location shifts from the business center of Lagos to the interior.

Factors found crucial in influencing the media gatekeeper's attitude in his communication of conflict issues were: political belief, media sector, professionalism, education, type of media (private or govermment), perception of the elements in the power structure geographical location and traditionalism. Effects of these factors are dependent only on the kinds of issues, degree of conflict in them and the social, political and ethnic climate prevalent in the country.

Government-owned newspapers were found to be relatively critical but more responsive to conflict issues than privately-owned newspapers. Their attitudes seemed molded more by geographical location than by ownership. Broadcasting tended to be more rural-development oriented, marked by differences among regional stations in keeping with the rural development needs of individual regions.

The Nigerian media gatekeeper is in most cases not pro-power structure in his gatekeeping functions. Geographical location rather than media ownership, among other factors, tends to influence attitudes affecting his communication about conflict issues. The main hypothesis is not therefore tenable.

THE PERCEPTION OF WOMEN AS NEWS PRINCIPALS: AN ANALYSIS OF THE COGNITIVE SET OF GATEKEEPERS AND OF SITUATIONAL CORRELATES

S. Scott Whitlow, Ph.D.
Southern Illinois University, 1975
Adviser: L. Erwin Atwood

Legally proscribed though sexual discrimination now is, its varied forms endure. Critics of such discrimination question the role the mass media may play in sanctioning, tolerating, or eschewing discrimination in the portrayal of women.

Images of women in the news media, as in other media, are structured and communicated by men and women who occupy specific roles. Inevitably, the conduct of these roles is attended by preconceptions of women: Those of the role occupant--the gatekeeper--and those held by persons significant to the gatekeeper role.

It is the nature of these preconceptions and what they portend for images of women in the news media that this research explores.

Different aspects of preconceptions about women among gatekeepers were explored through three task levels. All tasks were structured to yield data appropriate for Q-analysis.

Gatekeepers from six newspapers were included on the basis of newsroom role and sex. Roles tapped for respondents at each paper were city, news, sports, and women's editors, general reporter, and women's section reporter. Of the 36 respondents, 19 were male and 17 female. Regression analysis tested the relation of these role attributes to factor solutions obtained for the three research levels.

In the first task, gatekeepers Q-sorted 48 news leads according to intent of probable use. Each lead contained four possible bases of decision stimuli: sex of news principal; traditionality; conflict; and proximity.

Q-analysis identified five typal patterns. Type 1 prefers conflict and international news. Type 2 prefers conflict often in association with principals of non-traditional sex-roles and of national dateline. Type 3 prefers conflict and avoids leads depicting women in traditional roles. Type 4 prefers local, conflict news. Type 5 prefers conflict newswhich focuses on local victims of society.

Regression analysis showed conflict to be a significant stimulus for all news lead patterns, proximity significant for three patterns (Type 4 and 5 local; Type 2, national), and sex (Type 3 rejects female principals) for one pattern.

Regression analysis further indicated two of the news lead solutions to be associated with sex of respondent (Factors II and III, male). Factor III was also associated with the sports editor role.

For the second task, gatekeepers indicated level of agreement with each of 48 statements about women in specific roles. These roles represented 12 areas both in progressive and non-progressive contexts.

Q-analysis defined three attitude patterns. Type 1 wholly endorses assertively progressive statements. Type 2 generally endorses traditional sex-role behaviors. Type 3 supports passively progressive statements.

Regression analysis shows traditionally sex-typed newsroom roles to be associated with each of the attitude factor patterns. Positively associated with Factor I was the role of women's section reporter; sports editor role with Factor II, and women's editor role with Factor III.

The third, final task requested gatekeepers draw a profile of women as a group from a set of 48 words. Half of the items were stereotypically descriptive of women, half of men.

Q-analysis defined four stereotype patterns. Type 1 views women as selfless and submissive. Type 2 sees her as rational and ambitious. Type 3 views women as controlled and controlling. Type 4 views her as temperamental.

Regression analysis showed stereotype Factor II to be associated with being a women's section reporter and Factor IV with being male.

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SPANISH-LANGUAGE RADIO AND CHICANO INTERNAL COLONIALISM

Felix Frank Gutierrez, Ph.D.
Stanford University, 1976
Adviser: William L. Rivers

The study describes the characteristics of Spanish-language radio stations in the United States and analyzes these characteristics through use of the theoretical concepts of Chicano internal colonialism.

The first section is a review of the literature. Studies are reviewed in the areas of Chicano internal colonialism, communication media in colonized societies, and Chicanos and communication media systems. This section concludes that a sufficient logical argument has been made to begin empirical analysis of institutions in the Chicano community in order to test the internal colony model. It is proposed that such an investigation be performed on Spanish-language radio.

The study of Spanish-language radio is executed on two levels. Analysis at the macro level is based on a census of Spanish-language radio stations based on information in the Broadcasting Yearbook, Spot Radio, the Federal Communication Commission's Employment in the Broadcasting Industry, and a telephone survey of California radio stations. Data gathered included the physical distribution, technical characteristics, networks, programming characterictics, and employment patterns of Spanish-language radio. Analysis at the micro level is a case study of one Spanish-language radio station and is based on data and information gathered through analysis of documents, interviews, observation, and programming content. Data gathered included information on the station's history, ownership, management, employment, economics, entertainment programming, news, public service programming, audience, and audience feedback channels.

At the macro level of analysis 485 radio stations broadcasting Spanish-language programs were identified, 55 of them programming Spanish as their primary format. The physical distribution of the stations approximated the distribution of Spanish-speaking groups, indicating the stations are programming to the group targeted for the internal colonial analysis. Analysis of the physical, technical, economic, programming, and employment characteristics revealed patterns supportive of the internal colonial analogy, many of them statistically significant.

At the micro level the internal colonial analogy was also supported in most variables examined. Particularly strong patterns were found in the ownership, management and employment areas, which exhibited a pattern of Anglo control and dependence on personnel imported from Latin America for positions requiring contact with the audience. The station's news, entertainment, and public service programming was found to be largely dependent on inputs from sectors exogenous to the intended audience or local community. The audience was found to be highly concentrated in lower income residential areas and limited in feedback channels available to them.

The study concludes that the characteristics of Spanish-language radio explored were found to be analogous to those that would be expected in a colonial situation, but that further, more refined, study and analysis is advisable before definitive statements are made. It is further recommended that colonial models drawn directly out of the Chicano experience in the United States be explored in future studies. Finally, it is suggested that further studies explore more tightly focused arenas, present more precise models, and test definitive hypotheses.

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CONSEQUENCES OF THE TELEVISION OF ABUNDANCE: A STUDY EXAMINING THE INTRODUCTION OF CABLE TELEVISION IN A SMALL MINNESOTA COMMUNITY

Leo W. Jeffres, Ph.D.
University of Minnesota, 1976
Adviser: Phillip J. Tichenor

This study examines the introduction of cable television in a small Minnesota community (population, 2,250). The cable system increased the number of available channels from 1-3 to 8; the greater volume of TV content represents increased redundancy of program types.

A sample of cable subscribers was contacted via a mail questionnaire before cable TV and again during a survey which took place one-to-three weeks after cable began. A total of 157 participated in the study, including 52 who were measured twice and 61 included only in the second measurement. Because of unavoidable delays, the survey was postponed until June; the number of programs viewed dropped 30 percent.

Hypotheses are grouped into four areas: change in motives; interest maximization; changes in news viewing; and learning. The first three refer to changes anticipated as a consequence of the expanded content made available by cable TV.

Several motivational concepts are defined: Media-Seeking, where the individual decides to watch TV for reasons other than content; several types of Content-Seeking; and Mixed, where both content and non-content bases are involved. An increase in Content-Seeking had been expected as the expanded-menu made more salient the need for making comparative judgments; however, the initial design had provided for more time between measurements than was possible in the study. Thus, the novelty of cable TV had not worn off. There was an increase in the proportion of initiating motives which were Media-Seeking, though the increase is not statistically significant in the aggregated groups; in the panel data the increase in Media-Seeking from 17.8 to 29.4 percent is statistically significant. Decreases were found in Content-Seeking and Mixed.

Interest maximization refers to a tendency for people's viewing to become more homogenized as people watch more of what they like and less of programs they don't like. Respondents rated their interest in a set of categories; these categories were aggregated, and 55 percent of the differences in viewing are consistent with the hypothesis; however, much of the consistent viewing is based on cases where there was no viewing before or after cable's arrival.

Attention to news programs was expected to differ by socioeconomic status; viewing of news was expected to increase among high SES people and decrease among low SES people. Viewing was standardized as a percentage of all programs watched before or after cable's arrival. Results show high SES individuals devoted a larger percentage of their viewing to national news broadcasts after cable's introduction, while decreasing their attention to local news programs; the reverse was found for low SES persons.

The fourth set of hypotheses predicted respondents would learn more when Content-Seeking than Media-Seeking. Respondents had written down their motives for viewing in logs; then they were probed during interviews for what they recalled. Respondents recalled more people from programs where they sought content than from programs where they were Media-Seeking. The same pattern was found for a set of information-recall measures using only programs with traditional plots.

Masters' Abstracts

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A HISTORY OF *THE DAILY O'COLLEGIAN*, STUDENT NEWSPAPER OF OKLAHOMA A. AND M. COLLEGE: 1924-1934

Vera Kathryn Stevens Anderson, M.S.
Oklahoma State University, 1975
Adviser: Harry E. Heath, Jr.

This study provided a history of *The Daily O'Collegian* for its first 10 years of daily publication. The study focused on various aspects of the paper's operation, including its organizational structure, financial support, physical properties, and editorial content. It also recorded the role student politics played in the selection of editors and its influence on the paper's editorial and news content. Much of the information was based on personal interviews and correspondence with former editors. In addition each issue of the *O'Collegian* published during this period was examined for relevant information.

The *O'Collegian* was first, last, and always a student newspaper. It occasionally received suggestions and reprimands from the administration, but there were few instances of actual censorship. The paper was financially independent, receiving no subsidy from the college other than space and utilities.

Milestones for the *O'Collegian* during this period included the start of daily publication financed via student subscription, membership in the Associated Press, establishment of an on-campus, self-supporting print shop, reorganization of the board of publications, and a series of typographical changes which took the paper from a five to seven-column format. The paper effectively mirrored life at A. and M. College by reflecting student thinking and reporting the current news of the day.

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WALTER LIPPMANN'S PHILOSOPHY OF JOURNALISM

Philip Thomas Ansteth, M.A.
University of Missouri, 1975
Adviser: William H. Taft

Ansteth divides his study of Lippmann's views into these major chapters: The psychology of public opinion, Freedom of speech and of the press, Journalism ethics, Journalism education, Censorship and propaganda, Newspapers and advertising, Radio and Television, and Columnists and Editorialists.

As pointed out, Lippmann was never a reporter or a news editor, concentrating in editorials or columns, where his function was to explain, criticize, or recommend. Lippmann did not make a clear distinction between editorial writers and columnists. He viewed the commentator as one who exemplifies the true spirit of liberal democracy.

Drawing upon Lippmann's writings, Ansteth has assembled in compact form the major views of his subject, believing that "there is a consistent train of thought about journalism."

Lippmann had his own views as to why men's beliefs about the world are inaccurate. Much of this came about because of his limited access to facts about the world. Man's knowledge is limited by censorship, restricted social contact, restricted travel, limitations of available vocabulary, limitations of time, distortion caused by abbreviation and by translation, etc.

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A STUDY OF SPONSOR-PARTICIPANT TELEVISION COMMERCIALS: LUBBOCK, TEXAS

Randy Lee Armstrong, M.A.
Texas Tech University, 1975
Adviser: S. Bernard Rosenblatt

In the Lubbock area, sponsor-participant advertisements (ads where the small businessmen elect to serve as the announcer for their locally produced television commercials) have increased in 1974 approximately 50% over 1973 among the three local commercial television stations. This study is concerned with:

1. reasons for the increase in sponsor-participant commercials.
2. how these individuals perceive themselves in the role of announcer.
3. how the audience perceives sponsor-participant television commercials.
4. how good is the recognition, retention, and recall of these commercials and their content.

Nine pre-selected, sponsor-participant television advertisers were chosen which appeared regularly on all three Lubbock commercial stations. Eight sponsor-participants had from three to ten years of television exposure in Lubbock and one, which was chosen to ascertain if exposure length opposed to exposure intensity affected recognition and retention, had only two months exposure.

The audience sample consisted of 150 respondents (66.6% of those contacted) who were personally interviewed after a telephone call to set an appointment time.

It was found that sponsor-participant commercials were successful in that an advertiser was recognized and known personally by his prospective customers. The professional/managerial category of the occupational grouping recorded the highest rate of identification. Findings in the survey also indicated that a combination of proper time scheduling and frequency was needed for high levels of recognition.

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PATTERNS OF AUDIENCE RESPONSE TO
BUSINESS CORPORATION MAGAZINE COVER
PHOTOGRAPHS: A FACTOR ANALYTIC
STUDY IN THE LIGHT OF PICTORIAL
RESEARCH PAST AND PROSPECTIVE

Michael Au, M.A.
University of Iowa, 1975
Adviser: Albert D. Talbott

The thesis is that correlational research employing the semantic differential and factor analysis may be used to yield useful audience typologies and hypotheses for possible experiments--all of which may validate it as a method of pictorial research.

The first part, a pictorial research review of perceptual psychological experiments and pictorial journalistic studies, deals with the relationship between verbal and nonverbal literacy, the neural correlates of personality and preference, among other topics.

Part Two, the pilot empirical study, begins with a discussion of the rationale of the semantic differential and the heuristic mode in which it is used in this study. It continues with a consideration of the criteria for selecting subjects, scales, concepts and how these criteria were handled.

Using 24 semantic differential scales for each photographic cover, 33 students and faculty at the University of Iowa evaluated 25 business corporation magazine photographic covers. The objective was to examine the methodology of using semantic differential scales, factor analysis, cover photographs and university people to aid in cover design. The data was collected as is done for R-factor analysis, but was analyzed and interpreted such that persons were variables factored across concepts. William Stephenson's Q-methodology was used to segment the audience.

In the three-factor solution, Factor One, a "Rugged Individualist" factor, rejects crowds of people in commonplace, civic settings. It values natural, relatively unstructured, aesthetically abstract scenes without any people visible. Factor Two, an "Earth Mother" factor, prefers rural, natural, traditional scenes and rejects images of industrialization and mechanization. It ranked high images in which women and children were prominently figured. Factor Three, the "Civic Pride" factor, values familiar, orderly, clear, personal photographs with groups of people depicted. An uncreative factor, it rejects the ambiguous, complex, abstract, asymmetric odd covers.

The final part consists of a prospectus outlining substantive areas and associated methodologies for future pictorial research, and a synthesis of the psychological and journalistic studies reviewed in Part One.

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THE TIME INCORPORATED LIBEL CASES: AN EVALUATION OF THEIR ROLE IN LIBEL LAW--PRESS FREEDOM V. PRESS RESPONSIBILITY

Lorraine P. Bachand, M.A.
Southern Illinois University, 1975
Adviser: Harry W. Stonecipher

Two central questions were asked in this historical-legal study of the thirty-nine Time Incorporated libel cases: 1) Did the Time Incorporated libel defenses support or change the law of libel; if so, how and to what extent? 2) Did the allegedly-libelous language of the Time Incorporated publications indicate Time's adherence to the American Society of Newspaper Editors' (ASNE) canons of journalism?

It was concluded that Time Incorporated published responsibly and defended press freedom by contributing significant support and change within the law of libel. Time contributed most support and change in its promotion of the single publication rule and of an early, precise publication date under the statute of limitations defense, and in its promotion of an extension of privilege to matters of public interest and concern under the Federal Rule defense established in New York Times Co. v. Sullivan, 1964. Some Time cases supported, but did not change, the leniency of the pre-Federal Rule defenses of non-actionable libel, truth, privileged reporting, and fair comment. Time Incorporated won twenty-nine of its libel cases.

Although Time repeatedly violated the ASNE canon of impartiality, it essentially upheld the remaining responsibility canons in the majority of its cases. Greater disparity between legal and ethical responsibility was found under the Federal Rule defense.

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THE NATURE OF NEWS IN FOUR DIMENSIONS: NORMALITY, PROMINENCE, SIGNIFICANCE, REWARD

Naiim Badii, M.S.
Oklahoma State University, 1976
Adviser: W. J. Ward

This study combined the Ward news model and the Schramm theory to explore "the nature of news," and to determine similarities and differences of news values of 10 Oklahoma editors. A four-dimensional news model was structured with several elements: NORMALITY: Oddity, Conflict, Normal; PROMINENCE: Known Principal(s), Unknown Principal(s); SIGNIFICANCE: Impact, No Impact; REWARD: Immediate, Delayed.

The 10 editors systematically were selected and given 72 news stories--representing three stories from each of the 24 possible combinations of news elements--to Q-sort along a nine-point continuum from "Most Probably Use" to "Least Probably Use." The dependent variable was the subjective probable use of news elements. Correlations, linkage and factorial analysis of variance were used to analyze similarities and differences in news values.

A fairly high prediction of editors' news judging patterns can be obtained if "news" is described in terms of the four news dimensions. Significant preferences were found for stories containing Impact, Known Principal(s), Conflict, and Oddity over stories which did not contain these news elements. Elements of REWARD dimension did not affect editors' judgments alone, but when combined with certain elements of NORMALITY dimension, differential probable use was indicated.

Immediate Reward received substantially greater probable use than Delayed Reward when combined with Oddity. Oddity and Conflict received similar "play" when combined with Immediate Reward, but Oddity was "buried" under Conflict when combined with Delayed Reward.

The only other interaction among news dimensions was between SIGNIFICANCE and NORMALITY dimensions. Impact received a higher "play" than No Impact when neither Oddity nor Conflict was involved. When Oddity and Conflict were present, Impact received a higher usage than No Impact.

Impact tended to receive high "play" with or without Oddity or Conflict, while stories without Impact or Oddity or Conflict tended to be "buried."

Age or education of editors was not related to the probable use of news elements. The use of four-dimensional news model in newsrooms and classrooms was suggested as a device for uniform evaluation of news, as well as understanding the nature of news.

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ATTITUDES OF SELECTED CLERGY OF THE UNITED METHODIST CHURCH ON THE DEVELOPMENT OF ONE ASPECT OF INTERPERSONAL COMMUNICATIONS

Mary Elizabeth King Bain, M.A.
University of Florida, 1976
Adviser: Leonard J. Hooper

Leadership of the United Methodist Church participated in a survey study on counseling concerns and communications. Out of 139 respondents, over 100 were classified into three main categories: elected-for-life bishops who represented 17 out of 43 areas; appointed directors of councils on ministries of 48 out of 71 conferences; and 36 out of 65 ministers appointed yearly to serve local charges.

A small group of ministers' wives also participated besides professionals in the fields of psychiatry, psychology, and counseling.

Forty problems and social issues were ranked on a five-point scale as to their importance. Marriage and family life were deemed of extreme importance by an overwhelming majority. The third highest rated problem was alcoholism. The other issues ranged from abortion to violence with least consideration given to space travel and cybernetics.

The efforts of the church to improve its means of communication was illustrated by a sizeable majority of all clergy believing that ministers should be given special training in counseling and that districts and conferences should provide professionally trained counselors to work with clergy as well as with parishioners.

A respectable group of respondents noted that the main difficulties involved in developing counseling programs were of a financial nature. Others noted that use, acceptability, and understanding of the need and purpose of such programs was a problem. Cited third most often was the need for trained leadership.

This composite reading of ministerial opinion of the mid-1970's was based on various levels of clerical responsibility within the structure of the United Methodist Church. Results tended to confirm the hypothesis that the counseling aspect of interpersonal communications is vital to the growth and enrichment of human personality and relationships.

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INFORMATION PREFERENCES AS AFFECTED BY ENVIRONMENTAL AND PSYCHOLOGICAL STRESS

Michael Ellis Banister, M.A.
University of Washington, 1976
Adviser: Brenda Dervin

This study focuses on how an individual's preference for type and amount of information varies according to the stress felt in coping with everyday situations. Previous research has held that stress can vary in type as well as degree. Although information preferences have been infrequently studied in their relationship to stress, the literature has suggested that there are quantitative and qualitative differences in preference for information as a result of the level and type of stress felt by the individual.

In this study, two components of stress were identified: 1) Situation inaccessibility, operationalized as a respondent's score on an index of questionnaire items asking about the difficulty in dealing with the situation and availability of aids to resolution; and 2) Anxiety, operationalized as a score on an index of questionnaire items asking how anxious, powerless, or worried the respondent felt as a result of dealing with the situation.

Information preference was measured in three ways: 1) quantity; 2) type of strategic utility (six categories); and 3) type of cognitive utility (three categories).

The results showed that situation inaccessibility had significant or nearly-significant effects on information preference in four out of the nine information categories, and had significantly adverse effects on amount of information seeking. Anxiety had highly significant effects on preferences in one information category, and the interaction of anxiety and inaccessibility had nearly-significant effects in two of the information categories.

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A CONTENT ANALYSIS OF THE NATIONAL ORGANIZATION FOR WOMEN (N.O.W.) IN NEWS MAGAZINES

Julie Barnett, M.A.
University of Georgia, 1976
Adviser: Charles H. Martin

An adaptation of evaluative assertion analysis was used to study how the movement which has been variously termed "Women's Liberation" or "Feminism" has been treated in three major news magazines (*Time*, *Newsweek*, *U.S. News & World Report*). The National Organization for Women (N.O.W.), which is conceded to be the largest and most influential of the women's liberation organizations today, was used as the specific topic of study.

A total of 562 articles was scanned in the three magazines, under 134 headings relating to the women's movement, in order to cover articles in which mention of N.O.W. might be found. Assertion analysis was used to determine the positive, negative or neutral direction of a statement about N.O.W. made in the news magazines. It was found that:

1) The most general over-all finding was for neutrality in all three of the magazines' reporting of N.O.W.
2) *Newsweek* magazine had a tendency to be negative (as compared to positive) in its reporting and
3) *U.S. News & World Report* was most likely to be positive.

A related survey was conducted among members of a N.O.W. Chapter to find how they perceived the coverage of their organization. It was found that readers of the magazines perceived the coverage to be more negative (less neutral) than was found in the content analysis. N.O.W. members tended to perceive *Time* magazine as being the most negative as opposed to *Newsweek*. Non-readers generally tended to judge all three magazines to be more negative than did readers.

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BLACK-ORIENTED RADIO: ANALYSIS OF BROADCAST CONTENT AND POLICIES, A CASE STUDY

Ellen Kay Bastron, M.S.
University of Illinois, 1975
Adviser: Edward F. Douglas

This study is a comparative content analysis of on-the-air programming by a black-oriented station, WXOK, and a top-40 station, WLCS, in Baton Rouge, Louisiana, for a selected composite week. Interviews and the stations' license renewal applications supplement the data from the content analysis. While similarities are evident, the results indicate differences in program content and in organizational structures, suggesting black in radio in this market is not just a black version of top-40 programming.

Only WXOK has a "mission." WXOK reflects black culture in programming soul, gospel, and jazz. WXOK's deejays and the station's promotional efforts emphasize soul. They use meaning inversion, rhyme, alliteration, and kinetic descriptions to enhance the distinctly black, positive image.

WXOK emphasizes public-affairs, religious programs, and public service announcements more than WLCS. News enjoys equal but different emphases. The black network newscasts on WXOK indicate a commitment to expanding black awareness. WXOK presents black and general news items from the national, state, and local scenes. WLCS's coverage emphasizes news directly concerning its local audience, with the only black news being local-state in origin. WXOK shortchanged local-state news. Violent and political news are prominant on both stations.

WXOK has less advertising than WLCS. The advertising mixes differ by origin, with WXOK more dependent on national advertisers. WLCS has more ads for expensive items; WXOK carries more ads for entertainment. Social segregation is apparent.

Many of WXOK's ads are black-oriented. Black-owned businesses account for more than their share of the advertising on WXOK. WLCS's ads avoid black association.

Overall, WXOK promotes the uniqueness

of the black experience through a positive approach to a commonly accepted black self-image.

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A STUDY OF NEWS BUREAUS AT BIG EIGHT UNIVERSITIES

Mary Ann Eggers Beahon, M.S.
University of Kansas, 1976
Adviser: Donald W. Jugenheimer

Public support of educational institutions is important for their survival. To gain necessary public support, most universities have established news bureaus to convey information necessary for public understanding. Universities in the Big Eight are no exception.

This thesis examines the news bureaus at the Universities of Missouri, Kansas, Nebraska, Oklahoma, and Colorado, as well as Kansas State, Iowa State, and Oklahoma State universities.

Topics discussed are: goals and objectives of each university's public relations operations; organizational structure; budget; personnel--positions, titles, and salaries, as well as educational and professional backgrounds of staff members; print news operation--beat system, story flow, spot news coverage, press conferences, advance work for regents' or curators' meetings, hometown stories, number and types of releases issued, story distribution, special mailing lists, and clipping services; other functions--photography, internal publications, and broadcasting; and problems and trends.

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A READERSHIP SURVEY OF *THE OKLAHOMA BANKER*

John Herschel Beard, M.S.
Oklahoma State University, 1976
Adviser: W. R. Steng

This study sought reader preferences among specific areas of subject matter appearing in *The Oklahoma Banker*, a publication of the Oklahoma Bankers Association. Eight regular features and 58 subject ideas, divided into 9 broad areas of content, were incorporated into a questionnaire mailed to the 1,400 members of the Association. Respondents rated the features and subject ideas on a seven-point, Likert-type scale, and provided certain demographic information relating to their geographical location. Eighty-nine percent returns were achieved.

The most popular regular feature was "People and Places." This feature was rated highest by all groups studies. Other features ranked highest were "Dates to Remember," "President's Message," "Letters to the Editor," and "Charters and Changes." The features rated lowest were "Jokes," "OBA Leadership Listing," and "Editor's Notes from the Nation." The most important subject area appeared to be "Topics Peculiar to Oklahoma." "Legislation and Regulatory Changes" was listed as the second most important category.

The differences between the individual groups questioned seemed to be based mainly on geographical location. Groups I and II, the largest agricultural group, were most interested in topics pertaining to agricultural financing, unit banking, community service, and other topics about small-town banking. Groups III and IV, smaller agricultural and somewhat commercially-oriented groups, were interested in agricultural financing and the other topics pertaining to small town-banking operations, but also were interested in commercial and business financing and development.

The Oklahoma City and Tulsa group, the urban bankers, was most interested in customer services, commercial financing, bank structure in Oklahoma, and other topics concerning large city banking operations. Guidelines for altering editorial content were recommended and areas for further study were suggested.

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CHILDREN'S READERSHIP OF TWO SMALL-TOWN NEWSPAPERS IN WESTERN MINNESOTA

Paul Stanley Behl, M.A.
University of Minnesota, 1976
Adviser: Everette E. Dennis

Newspapers have a paucity of news for children, age six to 12. Yet, the literature shows that children consider themselves newspaper users and that intellectually they are capable of handling certain kinds of newspaper content.

The hypothesis of this study is that weekly newspaper can increase use of newspapers by children, age seven to 12 or grades two through six, by polishing content that involves children and is written from a child's point of view.

To do this necessarily demands that newspaper people recognize children as an audience with special needs and that newspaper people learn about children as newspaper readers.

Having done this, one weekly newspaper in Western Minnesota published for six consecutive weeks three types of newspaper content each week for children, age seven to 12. Information articles, a word game and news about children all appeared in 12 point type with a two point lead.

For the study children in second, fourth and sixth grades were chosen for control and experimental groups from two towns, served by different newspapers and eight miles apart.

A questionnaire was used to measure newspaper use habits of children.

The study found that newspaper use habits of second and fourth grade children significantly increased after the six week experiment. The news content about children appeared to account for most of that effect.

Newspaper use habits of sixth grade children, however did not change. This seems reasonable because most of the experimental news content was about second and fourth grade children.

Also, exploratory findings show that the experimental effect may have been diluted for sixth grade children, because sixth grade children read a wider variety of newspapers and newspaper content.

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CONTENT ANALYSIS OF AIR FORCE NEWSPAPERS: A COMPARATIVE STUDY OF CAREER NEWS AND INFORMATION BEFORE AND AFTER ADVENT OF ALL-VOLUNTEER FORCE, JULY 1, 1973

Ronald Wayne Bell, M.A.
University of Texas, 1975
Adviser: Ernest A. Sharpe

To find whether the change to All-Volunteer status for the U.S. Military Services had any effects on news content in Air Force newspapers, this study did a content analysis on six representative Air Force Class III newspapers, using constructed sets of issues for 1971 and 1974.

General *career* benefit news showed significant changes in four cases--two up, two down--but no change for the newspapers as a whole. Of the three classes of career news, *direct* benefit category was the only significant change: two individual newspapers and the six-base total increased significantly. Conversely, there was a decrease in *individual* *recognition* news for three bases and the six-base total. No change in *fringe* benefit news.

Regarding local and non-local career news sources, there was a reduction of *local* across all six newspapers and commensurate increase in *non-local*. The third area of analysis by type of audience career news was directed to, the results showed the six-base total was up for *officers*; the six-base total was down for the *general* audience; and no across the board change for the *enlisted* audience and the *dependent* audience.

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THE PORTRAYAL OF PROGRAMMED INSTRUCTIONAL TECHNOLOGY IN POPULAR MAGAZINES AND TEACHERS' ASSOCIATION PERIODICALS DURING THE 1960'S

Albert H. Belsky, M.A.
University of Pennsylvania, 1976
Adviser: Charles F. Hoban, Jr.

This study compares the portrayal of an educational innovation, programmed instruction technology, in articles published by popular magazines and national and state teachers' association periodicals during the 1960's. Its purpose is to determine how much attention was paid to various aspects of the innovation by the two types of publications and the critical tendencies manifest by certain evaluative com[illegible]s.

The research involved a content analysis of thirty-seven articles: fifteen from popular magazines and twenty-two from national and state teacher's association periodicals. The content analysis considered four major aspects (termed "Major Topic Areas") of the innovation's portrayal: 1) its characteristics as an instructional medium; 2) its impact on students; 3) its impact on teachers; and (4) some limitations and difficulties associated with its implementation.

Findings indicate that both types of publications paid most attention to technological features of the innovation that reflected its efficiency as a conveyor of subject matter to students, while paying relatively little attention to the new educational medium's limitations and difficulties. More attention was paid to the innovation's impact on students than on teachers.

On the whole, despite differences between the popular magazines and the teachers' publications in size and types of readerships, editorial policies and business orientation, these two genres of publications displayed more similarities than differences in topical attention.

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LEGAL INTERPRETATION AND PRESS USE OF THE ILLINOIS OPEN MEETINGS LAW

Gary M. Blackburn, M.S.
Southern Illinois University, 1974
Adviser: Gerald Grotta

A balance between the public's right to know and the government's need for privacy is a debate that is difficult to win. This debate takes shape in the Illinois Open Meetings Law.

The first part of this study focuses on legal interpretation using the sparse case law record in Illinois together with law review commentary, attorney general's opinions, and other related materials to come to some conclusions about the application of the law to public bodies, the exceptions permitted by the law, requirements for notice of meetings, and methods used to enforce the law.

The second part of the study attempts to survey the daily newspapers in the state to determine their use of the law. Questions explored include requests made to public bodies for meeting notification, publishing of advance notice of public meetings, availability of copies of the law, frequency of questionably closed meetings, challenges of those meetings in print and in court, and efforts made to substantiate reasons for closed meeting before and after such meetings.

The comprehensive study concludes that the number of exceptions to the law may have weakened its intent, that newspapers should more diligently pursue violations of the law in the courts, and that the media itself is its own best weapon in fighting behind-closed-door sessions.

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A COMPARATIVE STUDY OF SIX CORPORATE PUBLICATIONS IN VENEZUELA AND THE UNITED STATES

F. Scott Bobb, M.A.
University of Texas, 1975
Adviser: DeWitt C. Reddick

Through a series of quantitative tests the study examined the external magazines of Exxon, Gulf, and Shell Corporations in Venezuela and the United States. Divided into topical categories such as Energy, Environment, Industry, Humanities, Arts, etc., the results were then examined qualitatively. In many cases, differences followed national patterns, while the publications showed broad public relations goals that were similar.

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STRUCTURAL COMPONENTS OF SPORTS AND THEIR DYNAMIC RELATIONSHIP WITH TELEVISION

Filip Bondy, M.A.
University of Pennsylvania, 1975
Adviser: Robert L. Shayon

How do the structural, dramatic and metaphysical components of modern sports fit themselves to the dynamics of television? The study considered this question and attempted to identify which sports elements are the most important in determining the success or failure of the events on the electronic medium.

A theoretical framework was developed to define five component categories--spatial, stylistic, dramatic, temporal and cultural.

Nine sports were then dissected by use of these components to determine their suitability to live and television viewing. Interviews were conducted with television sports experts to help determine the validity of the theoretical categories. Nielsen ratings, network contracts and attendance figures were utilized to test the predictive accuracy of each component through an informal, correlation technique.

Based on the compiled data, it was discovered that the three components which best predicted a sport's success at the gate were the size of its playing field, its pattern of play and its game "surroundings". The three components which best predicted a sport's success on television were its cultural indigeneity, the "importance" of its games and its use of built-in structural climaxes.

It was therefore concluded that television sports viewing in America is a passive phenomenon that demands pre-structured, familiar games with directional and predictable action. Sports which meet these requirements, such as football and, to a degree, baseball, succeed on the medium. Multi-patterned and unstructured events such as soccer games fare poorly on television. The realization of these television spectator needs provides further evidence of the intellectual laziness that has been fostered by the coddling and uniquely American "boob tube".

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A SURVEY OF FINANCIAL MANAGEMENT AND BUSINESS DEVELOPMENT AND MAINTENANCE PRACTICES IN PUBLIC RELATIONS COUNSELING

Bruce R. Bounds, M.A.
Central Missouri State University, 1975
Adviser: David L. Eshelman

This thesis has been developed in such a way as to provide the reader with an analysis of what are possibly the two most crucial aspects of public relations counseling firm management: financial management and business development and maintenance.

Financial management essentially entails the handling and treatment of such matters as fees, charges and overhead. Business development and maintenance includes such areas as self-promotional efforts and counselor-client relations.

Considerations surrounding financial management are moderately technical and within this thesis there is a discussion and explication of certain currently recommended procedures which are based on sound business practices. Of course, strong recommendations alone do not guarantee actual practice of these rather standard procedures. Therefore, the primary thrust of the research effort involved in this thesis is aimed at surveying the actual practices, attitudes, and opinions of public relations counseling firms and counselors. Toward this effort, the questionnaire utilized was comprised, in part, of questions from a 1961 study, "Fees, Charges and Overhead in Public Relations," conducted by the Public Relations Society of America's Counselors Section. In addition to the original schedule, questions were added to expand the scope of this inquiry to cover both financial and developmental considerations.

The results of this survey represent the opinions of key management personnel in forty-seven public relations counseling firms across the nation and provide a valuable source of information regarding current management practices in public relations counseling.

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FUNCTIONAL ORIENTATION OF MATURE DANE COUNTY WOMEN TOWARD MAGAZINES

Anne Louise Boyden, M.S.
University of Wisconsin, 1975
Adviser: Nellie McCannon

The over-65 population is growing rapidly. In 1900 only four percent of the population was over 65. The 1970 census showed 10 percent at or beyond this threshold, and various reports estimate the over-65 population for the year 2000 at 15 to 25 percent. Many studies show the elderly are not well integrated into our present youth-oriented society and this is a social concern. While a number of communicators note better communications might help this integration process, the tendency among the media has been to down-play the elderly audience.

Recently communications studies have begun to look at media use by the elderly, but information is sketchy and often contradictory. This study aims to determine the functional orientation of women over 55 toward magazines. It attempts to find out whether these women are regular magazine readers, what they read and want to read, and to what extent they use the other media.

Sixty-three mature Dane County women were randomly selected and interviewed following a telephone-mail survey format.

Results showed the majority of the women consider themselves regular magazine readers. They are regular users of the other media as well, with television use becoming more important with age. The women read mainly for entertainment and relaxation. Information was the second function of magazines, although it lagged behind the first considerably. Companionship closely follows information.

In listing content preference for magazines, world news ranked first, followed by health articles and fiction. Money information was not important at this point. However when asked to preferentially rank 32 article titles, health articles ranked first, followed by a series of titles dealing with money. A group of titles which might be found in women's and general magazines fell to third place. This group included news and fiction. A class of articles dealing with leisure time activities ranked fourth.

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THE FEDERAL TRADE COMMISSION'S USE OF EVIDENCE TO DETERMINE DECEPTION

Michael Thomas Brandt, M.A.
University of Wisconsin, 1975
Adviser: Ivan L. Preston

The Federal Trade Commission has been frequently criticized for relying upon its own "gut feeling" or court-sanctioned expertise rather than evidence in determining whether an advertisement is deceptive.

A quantitative analysis of all Federal Trade Commission deceptive advertising decisions from 1916 to 1973 supported this assertion, revealing that in 94.60 percent of its decisions, the Commission made findings of deception based upon some unknown internal reasoning or expertise. In only 12.80 percent of its decisions did the Commission cite external evidence or precedent to support its conclusions.

Although the Commission continues to rely heavily upon its expertise for decision-making, there has been a trend toward increased usage of external evidence to show deception, and in 1973 the Commission cited external evidence in 69.23 percent of its decisions. The Commission has also shown added interest in the use of evidence by recently requiring more data in cases in which corrective advertising is proposed as a remedy.

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A STUDY TO DETERMINE THE PRESENT PRACTICE OF PUBLIC RELATIONS IN MICHIGAN HOSPITALS 100 TO 300 IN BED SIZE

Jeffrey D. Brasie, M.S.
Central Michigan University, 1976
Adviser: Gilbert O. Maienknecht

The objective of this study was to determine the present practice of public relations in Michigan Hospitals. The study was confined to hospitals between 100 and 300 bed size. The five areas of investigation were: 1) community relations, 2) hospital personnel relations, 3) patient relations, 4) press relations and 5) special area relations.

The study was conducted through a mail survey and appropriate research preparation. A four-page questionnaire, with a cover letter explaining the survey, was sent to all Michigan hospitals between 100 and 300 in bed size. Ninety days after the first mailing, a follow-up letter with the questionnaire again enclosed was sent to all hospitals that had not yet responded to the questionnaire. There were 100 hospitals within the state that were within this bed size bracket. Fifty-five percent of the hospitals surveyed responded to the questionnaire.

The findings of this study revealed that a significantly high number of Michigan hospitals lacked the basic tools and techniques to execute a public relations program.

Specifically, out of the statistics compiled, the predominant findings were: 1) Thirty-six and seven tenths percent did not have a public relations program, 2) Fifty-one percent did not have any public relation objectives, 3) Fifty-two and eight tenths percent did not have a public relations director or designee, 4) Thirty-four and five tenths percent did not have a public relation budget and 5) many of the hospitals do not publish or offer any internal or external publications.

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CENSORSHIP IN THE INTELLIGENCE COMMUNITY: A STUDY OF FEDERAL SECRECY AGREEMENTS

Thomas M. Brew, M.A.
University of Florida, 1976
Adviser: Harry H. Griggs

In the spring of 1972 Victor Marchetti was served with the first official censor order ever issued by an American court. Marchetti, a former CIA employee, was ordered to submit to the CIA for clearance any writings relating to intelligence information. Subsequent litigation, lasting almost three years, affirmed the government's right to censor classified information from anything Marchetti wished to publish. *The CIA and the Cult of Intelligence*, written by Marchetti and a co-author, John Marks, was printed in June 1974 with 168 blank spaces, denoting the passages the government successfully ordered deleted.

The gaps in Marchetti's book are the result of the first legal test of the CIA's secrecy agreement. This thesis examines the legal base for the secrecy agreement, the Marchetti litigation and the use of the agreement in the federal government. The government maintained that its suit was a contract action and convinced the courts that the agreement constituted a waiver of First Amendment rights.

While the government won the Marchetti litigation in theory, it failed to ultimately restrain the publication of many of the contested items. The press has uncovered many of Marchetti's secrets through anonymous sources. Another ex-CIA employee, Phillip Agee, wrote a far more damaging book than Marchetti, (*Inside the Company: A CIA Diary*) and it is sold, uncensored, here and abroad. In its current condition, the secrecy agreement is an ineffective deterrent to the public disclosure of government secrets.

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FREEDOM OF THE PRESS: PUBLIC OR CORPORATE?

Kathleen McMurtrey Brown, M.A.
Texas Tech University, 1976
Adviser: Robert A. Rooker

The scope of this thesis is to discuss the problem of public access in the broadcast and print media in light of technological advances of this century. As the communications field has grown larger and more complex, media ownership has become more concentrated with most American cities having only one daily newspaper and a limited number of radio and television stations. Most minority groups and those with unpopular points of view have, therefore, no means of expression through the mass media.

This thesis takes the position that private censorship characterizes both the print and broadcast media. It is pointed out that a handful of giant news organizations provide the majority of Americans with most of their national and international news. The Associated Press and United Press International supply material to 99% of all daily newspapers as well as to the majority of radio and television stations. Almost half of the daily newspapers are owned by newspaper groups and chains.

The "right of access" can be defined as the right of private citizens or groups to use the existing mass media facilities for expression of their First Amendment right of free speech. Throughout this thesis various legal cases, Supreme Court decisions, and one bill introduced in the House of Representatives, are presented to offer a fair solution to the public's right of access to the media. The House of Representatives Bill, cited as the "Truth Preservation Act," was introduced in 1970 (but did not pass) and proposed to impose on newspapers of general circulation an obligation to afford certain members of the public an opportunity to publish editorial advertisements and to reply to editorial comment.

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PERCEPTION OF BIAS AND SUBSTANTIVE CONTENT IN LOCAL TELEVISION NEWS AS RELATED TO THE LENGTH OF LOCAL TELEVISION NEWS ITEMS

William E. Brown, M.S.

Southern Illinois University, 1974

Adviser: L. Erwin Atwood

There have been many critics of television news during the past few years. This study was made in an attempt to determine some possible causes for accusations of bias and lack of information in local television news.

It was hypothesized that the continuing trend toward shorter news items might be a source of criticism. A lack of information in short news items might leave the viewer with the impression a story was reported unfairly.

Viewer perception of bias and substantive content was tested utilizing a long and a short version of each of two different news items. A story with a tangible basis concerned proposed highway construction. The other story with an intangible basis concerned the issue of abortion.

Hypotheses testing of 68 subjects, randomly assigned, 17 to a treatment condition, indicated high interest in the news item subjects; less bias perceived in the longer news item treatments; more substantive content perceived in the longer news items; no difference in bias between the tangible and intangible news items; no difference in completeness between news item treatments; and no preference for either the long or short story versions.

The study results indicate the longer, more-detailed news items were considered more fair and more informative than the shorter news item treatments. Despite the longer story treatments running in excess of five minutes in length, the viewers indicated a desire for even more information to consider the stories complete.

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CONCERNS ABOUT JOURNALISM EDUCATION: A CONTENT ANALYSIS OF SELECTED ACADEMIC JOURNALS AND TRADE PUBLICATIONS PUBLISHED IN 1955, 1965 AND 1975

Michael J. Bugeja, M.S.

South Dakota State University, 1976

Adviser: Vernon A. Keel

The contents of six journalism publications of 1955, 1965, and 1975 were perused and material about journalism education was extracted, examined, and measured. Academic journals of this study included Journalism Quarterly, Journalism Educator, and Public Opinion Quarterly: trade publications were Editor & Publisher, The Quill, and Columbia Journalism Review.

The purpose of this study was to ascertain: 1) whether the amount of space devoted to journalism education in the selected periodicals had changed, 2) what the predominant concerns were at each of the study's time periods, and 3) whether these predominant concerns had changed.

In all, 16,286 pages of three academic and three trade publications were screened for material about journalism education. A total of 869.3 of those pages contained material for evaluation in this study.

Even though editorial space fell sharply between 1965 and 1975, the percentage of space devoted to journalism education increased from 3.3 percent of total pages in 1955 to 4.7 percent in 1965 and to 8.4 percent in 1975.

The three main concerns of the selected publications in 1955 were: 1) new methods to educate journalists, 2) teaching social science courses to journalism students, and 3) journalism curricula; in 1965, 1) new methods to educate journalists, 2) finding jobs for journalism graduates, and 3) journalism curricula; in 1975, 1) new methods to educate journalists, 2) finding jobs for journalism graduates, and 3) reference works.

New methods to educate journalists was the predominant concern in each of the study's three time periods. History and recruitment as topics for contributors fell steadily between 1955 and 1975. As the frequency of social science courses as a topic decreased over the years, the frequency of technical skills courses as a topic increased. In 1965, journalism curricula appeared more frequently as a topic than in 1975. Educating female journalists was a popular topic in 1965, but hot in 1955 or 1975. The writing skills of journalism students was an unpopular topic in 1965, but not in 1955 or 1975.

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CABLE TELEVISION IN FRANCE: A COMPARATIVE LEGAL ANALYSIS

Laurent Du Mesnil Du Buisson, M.S.
Syracuse University, 1975
Adviser: Vernone Sparkes

This thesis is both an examination of legal problems raised by the development of cable television in France, and a comparative analysis of how these problems have been dealt with by other selected European countries.

In considering the development of French television, three particular areas of difficulty are apparent: 1) the place of cable television in the government Telecommunications monopolies; 2) administration of experimental cable television systems; and, 3) definition of the new medium for purposes of financing.

Such problems are not unique to France, however. Other European countries have been faced with similar legal questions in the development of Cable Television. One of the first to grapple with the matter of government telecommunications monopolies was Italy. Thus far, Italy is the only country where the courts have taken a clear position on the question. The Dutch seem to have dealt successfully with the second problem area, that of who is to manage cable systems. The British experience with cable television, finally, offers helpful data for an examination of financing for cable development.

A comparison between the approach thus far adopted by France and those adopted by the other countries gives some direction for possible improvement in French policy towards Cable, and subsequently, development of "active television" (i.e. community programmed) in France. Three particular conclusions are drawn in this study: 1) Evoking the broadcasting monopoly is not an effective control on the development of the new medium; 2) The cooperation of all segments of society which are in charge of communication is necessary for the success of cable television experiments; 3) To finance "alternative television", regulations should authorize the kinds of services that would attract money.

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PROFESSIONAL TRAINING FOR BOOK PUBLICATION: A STUDY OF THE BOOK PUBLISHING INDUSTRY AND JOURNALISM SCHOOLS IN LIGHT OF NEED, AVAILABILITY AND CONTENT OF PROFESSIONAL TRAINING FOR BOOK PUBLISHING

Martha H. Byrd, M.S.
University of Tennessee, 1976
Adviser: Donald G. Hileman

The purpose of this study was to investigate the status of professional training for the book publishing industry, with particular attention to the possible role of schools or departments of journalism or communications in providing such training.

Two surveys were conducted, one of journalism schools or departments and one of publishing houses, to determine attitudes toward training and opinions on the need for and content of additional training. The information from the surveys was supplemented with reports on the economic and geographical picture of the contemporary publishing industry.

The survey of journalism schools revealed that most journalism schools do not think they are currently providing adequate training for the book publishing industry, primarily because such training is not within their budgetary restrictions or basic goals. Journalism schools perceive a need for professional training for book publishing to be available, but have reservations about the degree of demand for such a program.

The survey of publishing houses revealed that publishers perceive a need for professional training but are not willing to give it wholehearted financial support. Publishing houses are divided on the question of where such training could most profitable be located. A ranked list of skills deemed by publishers to be most important as components of a professional training program did not show a statistically significant pattern when compared with the frequency with which the same skills are currently offered in journalism schools.

The conclusion was that journalism schools should do more to create awareness of book publishing as a career choice and to provide basic information about publishing to its students, while a comprehensive School of Publishing should be established at some university, in close association with a university press, to provide professional training for potential employees of the industry.

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LOUIS BROMFIELD: AN EARLY "NEW JOURNALIST" OF ADVOCACY

Seabron Bee Calhoun, M.S.
University of Oregon, 1975
Adviser: Roy Paul Nelson

Louis Bromfield, Pulitzer Prize-winning novelist, in the last 17 years or his life--from 1939 to 1956--functioned as a unique communications bridge between rural and urban America. His early novels and film writing prepared him for those latter years as an early New Journalist.

Bromfield's Malabar Farm in Lucas, Ohio, served as a demonstration of what the small family farmer could potentially do to improve his farming techniques. Bromfield's seven non-fiction books demonstrate his use of reportage and advocacy techniques. His more than ten years as a radio commentator illustrate Bromfield's versatility as an advocate, using multiple media to effectively communicate with various publics.

Bromfield's voice may have been the first to speak dramatically and powerfully to modern America about dwindling natural resources, polluted streams, rivers and air, and about the joys and sorrows of country living.

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EDITORIAL REACTION TO WATERGATE IN THE ST. LOUIS POST-DISPATCH AND ST. LOUIS GLOBE-DEMOCRAT, 1972-1974

Roger Paul Campbell, M.A.
University of Missouri, 1976
Adviser: William H. Taft

The purpose, as the title indicates, was to trace and evaluate the development of editorial opinion on Watergate through two newspapers with differing political views.

The major issues of Watergate were reviewed with an assessment of their influence on our political system and its institutions, as seen through hundreds of editorials studied. The Post-Dispatch carried nearly three times as many editorials as did the Globe-Democrat.

As one might expect, the two newspapers differed dramatically in their reactions to and analyses of the event. This situation was influenced by each paper's history of political endorsements, as well as its predisposition toward Richard M. Nixon.

Nixon was seen by the Post-Dispatch as essentially negative, a view adopted long before Watergate. The Globe-Democrat had endorsed Nixon on several occasions.

The Post-Dispatch thought Nixon's administration had extended the parameters of presidential authority far beyond those intended by the founding fathers. The Globe-Democrat supported the concept of a strong presidency, yet as more evidence appeared, the paper began to have reservations about Nixon's innocence.

Numerous examples are included from both publications, as well as a lengthy chronology of key Watergate events.

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MAJOR U.S. DAILY NEWSPAPER SPORTS EDITORS: THEIR BACKGROUNDS, INTERESTS, POLICIES AND STAFFS

Keith Lee Cannon, M.A.
University of Florida, 1976
Adviser: Harry H. Griggs

This study, a nationwide mail survey of daily newspapers with circulations of more than 50,000, profiled sports editors and their staffs and examined the editors' backgrounds, policies on sports coverage and reporting ethics. It also summarized responding sports editors' views on sportswriting and the professional preparation of sportswriters.

The typical daily newspaper sports editor in the survey was white, male and 46 years old. Most of the sports editors were college graduates with either journalism or liberal arts degrees. Most of the editors indicated some newspaper experience outside the sports department.

The majority of sports editors listed football, baseball and basketball as both their personal preferences in sports and the sports most covered by their newspapers. Local sports and professional sports were chosen most often by the editors as the focus areas of their sports coverage.

In the area of ethics, a majority of the editors answered that ethical guidelines are necessary in sportswriting. Most indicated that their newspapers have established policies on ethics, and most of the newspapers follow the specific recommendations of the Associated Press Sports Editors ethics guidelines.

Qualities deemed desirable in sports editors or sportswriters include command of English grammar, knowledge of sports and ability to deal with people. The sports editors concluded that newspaper experience combined with a liberal arts-oriented education is the best preparation for aspiring sports editors and sportswriters.

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PHASED-ELECTIVE MODULAR SEQUENCES FOR HIGH SCHOOL JOURNALISM

J. Hope Carroll, M.A.

East Texas State University, 1975

Adviser: W. J. Bell

This study develops a sequential phased-elective program of journalism studies in nine-week and single semester modules. Eleven modules, two of which are relevant to mass media influence and writing, and two of which deal specifically with student publications, are proposed.

In addition, by offering modules as individual electives rather than under the general course of journalism, the school will allow students to select those courses which will be of more benefit to them as they prepare to work on a student publication. The amount of credit students earn will be dependent upon their own interests, since not all courses are prerequisites of working on a publication.

Information on specific journalism programs was requested from authors of articles in scholastic journalism magazines and from state superintendents of education on the state's journalism programs. Books, manuals, and copies of pilot programs were collected and read for activities and course content suggestions. Scope, overview, and student behavioral objectives were established.

Modules and their contents are:

Understanding the mass media, visual language, print media, electronic media, press law, advertising and graphics, writing for the mass media, editing and design, newspaper production, yearbook planning, and yearbook production.

Having taught the basic module "Understanding the Mass Media" two quarters during the 1974-1975 school year, the investigator is confident that it can be covered in nine weeks. Other modules can be fitted to the nine-week period. Additional courses such as broadcasting and photojournalism can be developed.

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THE MEASUREMENT OF GRAPHICS IN ANALYZING NETWORK NEWS

Nancy Hoerle Carter, M.A.

California State University-Northridge, 1975

Adviser: Joseph M. Webb

Recent communication research designed to analyze television network news has limited itself, to a great extent, to measuring only the audio content. Concern with the rejection of the video component as irrelevant, overrated or unmeasurable, led to this study in which the meaning of graphic content is used as the data base to compare networks' presentations of a news event.

An experiment was designed in which the semantic differential technique was applied to measuring the meaning of the courtroom drawings used in reporting the Spirio Agnew Income Tax Evasion Trial. The analysis of data based on the subject's perceptions of the drawings revealed that there were significant differences between the three networks' pictorial treatments. NBC's illustration featuring Judge Walter Hoffman was perceived as being significantly different than CBS's or ABC's drawing. Significant differences were also found between the three networks' illustrations of Spirio Agnew and Elliot Richardson.

The methodological implications of the findings from the experiment suggest that when the semantic differential is applied to television news graphics, factors differing from those of previous verbal and aesthetic studies are likely to emerge. The factors identified suggest the assessment of these courtroom drawings as editorial comment expressed graphically, rather than an assessment of aesthetic qualities.

The experimental design used in the study demonstrated that graphics can quantitatively be measured and used as units of analysis in discerning differences between networks' presentations. This demonstration lends support to the premise that an analysis of television news is not complete without an analysis of graphic content.

This study has attempted to adapt a technique to the measurement of graphic content which, when combined with present methods of audio analysis, could provide a more complete analysis of television news presentations.

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SOCIAL LEARNING THEORY AS A PREDICTOR OF TELEVISION ENTERTAINMENT PROGRAM EFFECTS

John J. Chalfa, Jr., M.A.
University of Georgia, 1976
Adviser: Stuart H. Surlin

The study of television entertainment program effects by social scientists has traditionally centered on an examination of relationships between demographic characteristics of viewers and the impact of certain programs on those viewers. Several recent studies have pointed out the need for a systematic method of predicting television entertainment program effects through an examination of the socio-paychological orientation of the viewer. A general theory of this type has never been available.

In an attempt to provide that theory, this thesis combines aspects of Personal Construct Theory and of Reference Group Theory with the general formula of Social Learning Theory. Thus, Social Learning Theory is developed as a means of measuring and predicting information gathering characteristics of individuals. The theory is then applied to the television program "All in the Family" by means of an audience survey of viewers in Athens, Georgia.

Major findings were: 1) viewers who scored high on the external side of Rotter's I-E Scale (those who believe that there is little they can do about the important problems we face today) tended to be high authoritarian; 2) viewers in general are made aware of their opinions by watching "All in the Family" (Consciousness Raising Effect); 3) high external viewers are reinforced the more they watch "All in the Family" (Reinforcement Effect); and 4) while locus of control (as measured by the I-E Scale) is a predictor of the Reinforcement Effect, authoritarianism is a stronger and more significant predictor of both the Reinforcement and Consciousness Raising Effects.

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POLITICAL IMMORALITY AND COMMUNICATION BEHAVIOR

Kathleen Marie Chatham, M.A.
University of Washington, 1975
Adviser: Richard F. Carter

This paper explores the individual's concept of political immorality and how he uses communication behavior to respond to it. Participants in this study first rated situations in terms of political immorality and then described the communication behaviors they would use in responding to those situations. The measurement instrument consisted of 86 politically immoral situations which were divided into parallel groups. One group dealt with an elected official as the central actor while the parallel group put a citizen in the role.

Five major hypotheses were tested.

The first hypothesis was: Given similar situations, the elected official will be rated more immoral than the citizen. The results confirmed a significantly higher rating for the official except in the area of First Amendment rights. Hypotheses two, three and four dealt with the situational factors: amount of reward, size of impact, and kind of justification. As predicted, the results showed a significantly higher rating of immorality for high reward, large impact and low justification situations. There was also a significant interaction between the elected official and the impact and justification factors. This interaction was absent for the reward factor; however, there was a significant difference between the two actors and the high and low reward situations separately.

Hypothesis five predicted a higher frequency of communication behaviors for elected official situations. It also specified that connecting, questioning and pointing behaviors will occur more frequently for elected officials, but that there will be no difference in the frequency of attending and stopping behavior for the two actors. The results supported all parts of this hypothesis at a significant level.

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REPORTING IN TWO LOS ANGELES DAILIES OF MEXICAN DEPORTATIONS AND EMIGRATION FROM THE UNITED STATES

Ricardo Chavira, M.A.
California State University-Northridge, 1976
Adviser: Felix Gutierrez

This study presents a description and analysis of Mexican emigration and deportation reporting in The Los Angeles Times and Los Angeles' Spanish-language daily, La Opinion.

The 1930's, 1950's and 1970's were selected as the periods of study because they were decades in which mass deportations of undocumented Mexicans from the United States ocurred. These events, as might be expected, attracted a large amount of attention from the media in Los Angeles.

The study explored the changes in reporting patterns in these three decades. Other areas of concern were the differences and similarities between the two newspapers and the extent to which they relied upon government and non-government sources of information.

The study concluded that in each of the decades both newspapers consistently printed stories in which government authorities detailed the so-called problems caused by "illegal aliens." There is no evidence that the newspapers made attempts to determine the truth of the charges.

It is also concluded that La Opinion generally seemed more concerned with the human impact of the mass deportations. The Times very often appeared concerned only with the alleged savings to taxpayers that the deportations represented.

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THE ELECTION COVERAGE OF LINCOLN'S 1860 PRESIDENTIAL CAMPAIGN IN THREE MICHIGAN NEWSPAPERS

Patricia Chiesa, M.A.
Central Michigan University, 1975
Adviser: James S. Bradshaw

The 1860 presidential compaign was difficult for the Michigan press to cover. Republican editors supported the party candidate, Abraham Lincoln, but preferred William Seward. Democratic editors were forced to present Lincoln as a disunifying force in order to divert public attention from a split party with three presidential nominees.

The problem examined in this paper was the attitude of selected Michigan papers, both Republican and Democratic, towards the Republican nominee. The papers selected for study were the Detroit Free Press, the Detroit Weekly Tribune, and the Lansing State Republican.

A content analysis of the newspapers dealt with the overall space given the candidate, the choice of words used, position of article on the page, editorial views and headlines.

Results of the content analysis showed that Lincoln, the primary candidate, was secondary in terms of Republican news coverage. Michigan Republicans preferred Seward. As proof, twice as much news coverage was given to Seward as to Lincoln in the Republican press.

Democratic press coverage of the Republican candidate was difficult as Lincoln chose not to campaign actively, letting his political stand speak for itself. Unable to attack Lincoln's presidential campaign tactics, the Democratic press dealt with his past political experiences, attempting to prove him a traitor unfit for the presidency. When not accusing the Republican nominee of treason, the Free Press focused on Republican scandals such as the Texas Delegation.

Press coverage of the 1860 presidential campaign was concerned more with personalities and party difficulties than with party platforms and the candidates' presidential abilities.

The presentation of Lincoln as a candidate was overshadowed by the Democratic need for a political diversion and the Republican preference for Seward.

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A PRESS-ACCESS PROFILE OF BOOTH NEWSPAPERS, INC.

George P. Christ, Jr., M.A.
Central Michigan University, 1976
Adviser: Gilbert O. Maienknecht

Critics of the American press claim editors and publishers censor out the voices and messages they do not personally like, thus denying the reading-voting public the information and debate it needs to function wisely in a democratic society.

They argue as well that the declining number of newspapers and the increasing number and size of newspaper monopolies give censoring editor-publishers inordinate and unchecked power which government should act to check.

To determine how one newspaper chain, Booth Newspapers, Inc., functions and competes, questionnaires were sent to the eight Booth editors and Booth President James E. Sauter was asked to comment on the questionnaire and the access issues to which it related.

The resulting profile indicated no direct line of editorial policy command, either within the corporate structure or within the newspapers themselves; no local daily newspaper competition but competition of other kinds, and diffuse decision-making. Local editors were relatively autonomous, and endorsed political candidates at their discretion--usually but not always Republican.

There seemed to be little awareness among Booth editors of either access issues or local access problems--if there were any.

The corporate officers seemed primarily concerned with efficiency, growth and profit, indicating an access problem on the constitutional level, arising from the dual nature of American journalism: business and First Amendment information medium.

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OPINIONS AND SOURCES OF INFORMATION AND INFLUENCE OF SOUTH DAKOTA HIGH SCHOOL COUNSELORS CONCERNING SOUTH DAKOTA COLLEGES AND UNIVERSITIES

Roger A. Christianson, M.S.
South Dakota State University, 1975
Adviser: V. A. Keel

During recent years a variety of factors have combined to create an unfamiliar situation for many colleges and universities --one of possible enrollment declines. Faced with this possibliity of declining enrollments and the accompanying consequences, administrators are becoming increasingly concerned with the images of their schools and with sources of information to prospective students.

The purpose of this study is to determine the opinions of South Dakota high school guidance counselors with respect to South Dakota colleges and universities, to determine their sources of information about various colleges and universities, and to identify factors which may influence counselors' opinions of a college or university.

The method used in the study was a mailback questionnaire sent to all certified high school counselors in South Dakota which questioned them on: their opinions of South Dakota colleges and universities; what factors influence the development of their opinions; where they get their information regarding colleges and universities; where they think high school students get most of their information regarding college;

in what manner and form most information is relayed to prospective students; whether or not they serve as a source of information to prospective students other than those in the state's high schools; and what information they would like to receive that they do not now have available to them.

Results of this study will: a) contribute to our understanding of the dynamics of information seeking by high school students concerning college choice, and b) serve college and university administrators in their efforts to provide prospective students with better, more effective, information about their institution's programs and offerings.

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THE CHINESE SELF-STEREOTYPE AND THE CHINESE STEREOTYPE OF AMERICANS: A MULTIPLE REGRESSIONAL APPROACH

Leonard L. Chu, M.A.
Southern Illinois University, 1974
Adviser: L. Erwin Atwood

Attempts were made to study the stereotypes held by Chinese students about self and Americans and to determine the relationships between stereotypes and the following variables: geographic origin, sex, academic major, exposure to Chinese media, exposure to American media, social contact with Americans, length of residence in the U.S., perceived Chinese status and religious belief.

Seventy-three students from Taiwan and Hong Kong enrolled at SIU-Carbondale were randomly sampled. Stereotypes were measured by the semantic differential technique. Data were analyzed by profile analysis and multiple regression technique. It was found that the Chinese students had shown a high degree of homogeneity in their judgment of self and of Americans.

In judging self, the students differed most significantly on only two scales: Hong Kong students thought Chinese stingy and impractical while Taiwan students thought otherwise. In judging Americans, the two groups differed on one scale: Hong Kong students thought Americans generous while Taiwan students thought otherwise. However, stereotypes of self and Americans differed significantly except on a few scales: for Taiwan students, both Americans and Chinese were about equally faithful, friendly, hardworking and brave; for Hong Kong students, both Americans and Chinese were about equally practical, egoistic and friendly.

In general, Taiwan students read more Chinese newspapers and magazines than Hong Kong students did. However, Hong Kong students had more exposure to American media and more social contact with Americans. Of the sample three-fourths thought Chinese had been considered by Americans to be equal; only one subject considered Chinese regarded by Americans as superior.

Multiple regression models were constructed to test whether certain variables would aid prediction of either self- or American-stereotypes. It was found that geographic origin, sex, academic major, exposure to American media, perceived Chinese status and religious belief did not aid prediction. Exposure to Chinese magazines, length of residence in the U.S. and frequency of discussing with Americans about assignments were found to be able to aid prediction of self-stereotypes, but not American-stereotypes. Frequency of going to American parties was found to be able to aid prediction of American-stereotypes, but not self-stereotypes.

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BEFORE AND AFTER THE ELEVATION OF CHOU EN-LAI--COMMUNIST PROPAGANDA TOWARD THE THIRD WORLD

Chen-Seng Chung, M.A.
University of Georgia, 1976
Adviser: James E. Fletcher

Festinger's Cognitive Dissonance model suggests that a position of greater power may produce a change in the public communication of a leader, as his new role dictates greater responsibility for the policies of the state.

It was hypothesized that the rise of Chou En-Lai in September 1971 to a position second only to Mao Tse-Tung in the Chinese Communist Party would occasion greater radicalism in Chou's statements about the Third World. The documents studies were articles in the Peking Review, the Chinese

Communist English language propaganda organ. The content of the *Peking Review* was analyzed for the two years prior and for the two years following Chou's 1971 rise.

Findings suggested that Chinese Communist propaganda about the Third World did not become more radical after Chou's rise but did occupy more space. These results suggest some problems in applying the cognitive dissonance model to the analysis of propaganda as an indicator of the cognitive set of a public leader.

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ANALYSIS OF *THE FLORIDA ARCHITECT* AS A PUBLIC RELATIONS FUNCTION FOR THE FLORIDA ASSOCIATION OF THE AMERICAN INSTITUTE OF ARCHITECTS

David Eugene Clavier, M.A.
University of Florida, 1976
Adviser: Glenn A. Butler

An architectural association journal, *The Florida Architect*, is examined for its public relations value to the association. The journal's past, its objectives, directions and needs are analyzed.

Serving as a model for future analysis of this nature, this thesis is based on the results of a study using two research methods.

A content analysis was conducted for each issue of the past 11 years. From this content analysis, trends were examined and measured.

A random survey questionnaire was sent to 20 percent of the primary public of the journal, the Association's membership. The computer analysis of the returned questionnaires pointed out the members' directions and needs of the journal.

The results of the two methods of study were examined to present an overall look at the internal and external public relations value of *The Florida Architect*.

The main area of study of this thesis is in the area of internal public relations applications of an association journal.

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DAILY NEWSPAPER INTERNSHIPS

Ronald H. Claxton, M.A.
University of Colorado, 1975
Adviser: Russell E. Shain

Through a nationwide survey, daily newspapers offering intern programs to students are identified. Trends among newspapers in eight circulation groups are pointed out: number and types of positions offered, grade level and background requirements, and pay.

Follow up surveys look into: approaches used by newspapers in implementing their intern programs and how successful the programs have been; why other newspapers do not offer intern programs and under what circumstances they might be encouraged to; programs through which schools of journalism enlist the aid of newspapers in their areas to provide on-the-job training for students; how journalism professors view intern programs in approach and effectiveness.

From the data gathered, it is concluded that professionals and educators should work toward a two-phase, newspaper-wide internship program. The first phase should be aimed at encouraging all newspapers to offer at least one summer internship position. Efforts in the second phase should be shouldered by journalism education. Schools should work with newspapers in their areas to set up cooperative programs through which students can work as interns during the academic year and receive credit, whether or not salaries are paid.

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A COMPARISON OF THREE FRENCH CLANDESTINE NEWSPAPERS FROM WORLD WAR II

Martha Aladjem Climo, M.A.
Michigan State University, 1976
Adviser: Maurice R. Cullen

French clandestine newspapers during World War II provided a forum for French resisters to the Nazi regime. The newspapers helped restore people's faith in the salvation of France by transmitting reliable information about the war. Over 1,200 underground newspapers were published in

France during the war. They appealed to all facets of French society. French underground propaganda was an effective device which stimulated patriotism and implanted ideas of resistance in the minds of the people.

The purpose of this thesis is to examine and compare three French clandestine newspapers during the early war years, 1940-1942, Defense de la France, Liberation-Nord, and L'Humanite and to determine to what extent the newspapers' fight for liberation was influenced by political rather than nationalistic ideology. To achieve this goal, it was necessary to analyze three types of propaganda, anti-Nazi propaganda, anti-Vichy propaganda, and nationalistic propaganda.

All three newspapers reflected hatred of Nazi Germany and the puppet Vichy government and desired liberation for France as soon as possible. The chief difference among the newspapers lay in the focus of their propaganda concerning the means of achieving liberation. After some deliberation, Defense de la France supported General De Gaulle and recognized him as the leader of the Resistance. The socialist views expressed in Liberation-Nord did not inhibit support for De Gaulle. L'Humanite, which was so heavily influenced by Stalin and the Communist Party, supported De Gaulle out of necessity. Stalin feared that if the French Communists did not support De Gaulle, they would gain too much power and become independent of Russian Communist control.

Other differences were also found in the newspapers' propaganda. All three newspapers bitterly complained about the German presence in France; however, Defense de la France and Liberation-Nord took this stand from the outset of the war, while it was not until 1941, after the Russo-German pact was broken, that L'Humanite also took this position. All three newspapers complained of the hardships the French people suffered and they all complained about the mistreatment of Jews. While Defense de la France was not concerned with the mistreatment of Communists, Liberation-Nord and, of course, L'Humanite were concerned. Not everyone was against the Vichy government from the beginning of the war. Defense de la France had mixed feelings at first, while Liberation-Nord and L'Humanite consistently opposed the Vichy Regime.

All three newspapers were concerned with the liberation of France, but it was L'Humanite which was most influenced by political ideology. Political biases and party preferences were secondary for those resisters working for Defense de la France and Liberation-Nord. Those matters would be considered more seriously after the war.

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THE REVOLUTION AND IT'S TREATMENT OF WOMEN'S RIGHTS THEMES

Dorothy J. Cline, M.S.
South Dakota State University, 1976
Adviser: Vernon A. Keel

Susan B. Anthony and Elizabeth Cady Stanton earned a firm niche in the nineteenth century struggle of women for equal rights. Both women were early feminists, prominent in the women's rights movement. Lost, however, in most historical accounts are the struggles of the two to launch and keep solvent the first women's suffrage newspaper in the United States, The Revolution.

From an optimistic beginning in January, 1868, Miss Anthony, the publisher, nursed The Revolution through a tenuous two years. Not even the persuasive pen of Elizabeth Cady Stanton was enough, however, to keep the paper financially sound. In 1870, deeply in debt, Miss Anthony relinquished the newspaper for $1 and went out on the lecture circuit to raise enough money to pay the last penny of a $10,000 debt the publication had incurred.

Miss Anthony saw her paper as a mouthpiece for women's suffrage, as a catalyst for action, and as an essential vehicle to exhort women to seek and prepare themselves for equality. The Revolution bristled with wit, humor, and indignation, and it drew the attention of the leading political figures of the day. It was less successful in attracting in number the women readers it sought.

This study of The Revolution includes the publication's history, its format, and its content in regard to women's rights. All issues of The Revolution published during the time Miss Anthony was proprietor were examined for editorial treatment of the basic themes of the women's rights movement.

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THE AGENDA-SETTING FUNCTION OF THE PRESS AS REGARDING THE LAKE MONROE DEVELOPMENT CONTROVERSY

David Cohen, M.A.
Indiana University, 1975
Adviser: Ralph Holsinger

Communications research has recently shed some light on what is hypothesized to be an agenda-setting function of the mass media, i.e. for a given event, like an election, the amount of news "play" given to the various issues directly influences the weights attached to those issues by the public. This study examines the possibility of an agenda-setting function of the mass media by looking at a non-election event--the development and managerial controversy surrounding Indiana's largest and most frequented inland body of water--Lake Monroe, near Bloomington, Indiana.

Two-hundred subjects, one-hundred from Bloomington and one-hundred from the lakefront town of Smithville, Indiana, responded to survey questions designed to measure the importance they attached to lake issues such as condominium construction, sewage treatment, recreational policies, tourism, attractiveness and preservation, and issues of local concern such as roads and schools. Three measures of public issue rank were used, and among other things, the survey examined subjects' need for orientation about lake issues as a possible intervening variable.

The survey showed that the subjects relied almost entirely on the Bloomington Herald-Telephone for local news and lake information. Three years of Herald-Telephone newspapers were content-analyzed using three different measures and three different time frames, which corresponded with subjects' responses as to when they had last heard about issues related to Lake Monroe.

Depending upon one's interpretation of the results, the possibility of a moderate to heavy agenda-setting influence was perceived, as evidenced by the rank-order correlations between media agendas and public agendas. Need for orientation appeared to be an intervening variable in the agenda-setting process.

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THE TRANSFER OF MEANING IN FILM

Yair Julian Cohen, M.A.
University of Pennsylvania, 1975
Advisers: Sol Worth, Larry Gross

This study approached film as a medium for symbolic articulation and for conveying meaning. Considering film as a means or medium for "telling stories" and transferring meaning required that the analytical framework place film among the phenomena of human communication and deal with the human agents involved in the process.

The issue probed here was how does film "work" as a vehicle for meaning. The two common notions: that film communicates visually, therefore universally and immediately; and that film communicates by means of a culturally sanctioned consensus, therefore constituting a language, were rejected as not having any empirical support. Instead, film structure, signs, and symbolic properties thereof were considered as data to be obtained from a filmmaker and viewers actually engaged in communication via a specific motion picture.

The subjects were induced to relate their respectively ascribed statements of intended or interpreted meaning to specific "evidence" in the movie. The result was a tabulation of empirical film-signs, each signifier corresponding to at least one signified (meaning).

The data indicate that although the film was overwhelmingly perceived as a communicational event, only slightly more than one quarter of its implied meanings was inferred by the viewers. The visual "content" of the movie tended to be communicative only when the legitimacy of using particular images was established by a structured context.

A classification and analysis of the subjects' responses further emphasized the relationship between the scope of intentional structuring of a film element and the likelihood of its transferring the filmmaker's meaning to the viewers. Moreover, the subjects' assumptions of intention and inference determined the actual rather than the latent meaning of the different film units.

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SCIENCE CONFLICT: A CONTENT ANALYSIS OF FOUR MAJOR METROPOLITAN NEWSPAPERS, 1951, 1961, 1971

Bruce J. Cole, M.A.
University of Minnesota, 1974
Adviser: Phillip J. Tichenor

A content analysis of all science news articles (1,174) in a sample of 252 newspaper issues selected from 1951, 1961, and 1971 was made to determine trends in the amount, content and nature of science news. The newspapers were the New York Times, Washington Post, San Francisco Chronicle and the Minneapolis Tribune.

Many more science news articles were printed in 1961 than 1951. Slightly fewer articles were printed in 1971 than 1961. Articles printed in 1971 contained science controversy more frequently (significant at the .01 level) than articles printed in 1961 or 1951. Conflicts were reported across a much broader range of subject matter in 1971 than the other sample years. Science news stories printed in 1971 were given greater editorial attention, compared to articles printed in other sample years, through headline sizes, story length and use of photographs.

Conflict articles were generally given greater editorial attention than articles not containing conflict. An analysis of 1971 articles suggests that the science writers (those who report science news at least half-time) may report the controversies of science much less frequently than part-time science writers or staff writers. The New York Times and the Washington Post consistently reported more science conflict over the sample years than the San Francisco Chronicle and the Minneapolis Tribune. The wire services--the Associated Press, United Press International, and Reuters--seldom reported science controversy in sampled 1961 articles and reported it even less in sampled 1971 articles.

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ADAPTATION OF AN ATTITUDINAL SURVEY INSTRUMENT FOR USE WITH WEEKLY NEWSPAPERS

Herschel Adrian Combs, Jr., M.A.
Southern Illinois University, 1975
Adviser: L. Erwin Atwood

Through the past years the attitudes of readers toward their weekly newspaper have been studied very little. It has long been recognized that these institutions play an important part in information dissemination in their communities. If these institutions are to survive the competition from other mass media, then it is urgent that publishers acquire some knowledge of the attitudes of readers toward their product.

This study explored the possibility of adapting a survey instrument developed for daily newspapers in order that it might be used by small publishers. The goal was to develop a test instrument which would provide the publisher with a maximum amount of information concerning the attitudes of his readers and require a minimum investment in terms of money and time, two resources which are limited on weekly newspapers.

The 56-item questionnaire was administered to 100 readers of The Memphis Democrat, a weekly newspaper in Texas and then the results were subjected to stepwise regression analysis. Six of the questions measured the overall goodness of the newspaper and these were used as the criterion Variable. The other questions were used as predictors. The analysis indicated that by using only seven of the fifty questions it was possible to account for 85 percent of the Variance in the measure of general goodness. These findings would seem to indicate that the publisher may use only seven questions and gain a considerable amount of knowledge concerning his readers' attitudes.

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THE APPLICATION OF THE WILLIAMS-STEIGER OCCUPATIONAL SAFETY AND HEALTH ACT OF 1970 TO THE RADIO AND TELEVISION BROADCAST INDUSTRY

[illegible] G. Kennedy, M.A.
Central Missouri State University, 1975
Adviser: David [illegible]

In 1970 the Congress of the United States passed Public Law 91-596, better known as the Williams-Steiger Occupational Safety and Health Act of 1970. It is the purpose of this act to establish rules and regulations that will assure "safe and healthful working conditions for working men and women." As established, the act and its Occupational Safety and Health Standards apply to the radio and television industry. It is this application of the Occupational Safety and Health Standards to the radio and television industry with which this study concerns itself.

Until recently the Occupational Safety and Health Administration had been concentrating its efforts of enforcement in America's heavy industry. However, recent actions by the Administration have clearly shown that as the problems are subsiding in heavy industry, the Administration has begun to consider other industries' problems and areas of concern. It is shown in this study how the Occupational Safety and Health Administration is now beginning to concern itself with the communications industry.

Faced with the problem of total [illegible], it is the primary purpose of this study to define and operationalize those [illegible] that apply specifically to the radio and television industry. [illegible] of this study is to [illegible]. Based on the legal [illegible] of this study to acquaint broadcasters with the Occupational Safety and Health Administration and its rules and regulations.

Four principal points have been established in this study. First, the Occupational Safety and Health Act of 1970 does apply to the radio and television broadcast industry regardless of the number of employees or the size of the facilities.

Second, it is the responsibility of the employer and employee [illegible] follow the rules and regulations of the act.

Third, it has been determined that in some cases the employer may negate his liabilities under the Occupational Safety and Health Act of 1970 by providing equipment 'certifies to meet OSHA rules and regulations.' However, this is a problem that must be considered on an individual basis and more than likely one to be considered by the courts. In no case can the responsibilities established by the act be negated by such action on the part of the employer.

Fourth, in most cases, it is not enough for the employer to provide safety equipment and a safe workplace. He must provide adequate instruction and safety education to employees.

The numerous responsibilities of the broadcaster under the act are outlined, and suggestions are given for improvement of the broadcast workplace. Related compliance costs are discussed and record keeping on the part of the employer are considered, along with a discussion of the Compliance and Operations Manual of 1972.

A slide show presentation which operationalizes the broadcaster's responsibilities and points out areas of concern to the broadcaster is included in the study as a creative documentation of the legal requirements.

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THE MIAMI HERALD PUBLISHING CO. v. PAT L. TORNILLO: A CASE STUDY OF THE MOVEMENT FOR ACCESS TO THE PRESS

Michael I. Cordts, M.A.
Southern Illinois University, 197
Adviser: Robert Trager

The purpose of this study was to examine the human elements behind the case of The Miami Herald Publishing Co. v. Pat L. Tornillo by using the 1913 Florida right of reply statute as a focus to discuss select legal and nonlegal aspects of the right of reply concept.

The three American states to have legislative reply statutes--Florida, Nevada and Mississippi--followed the nineteenth century examples of France and Germany. The Tornillo case was the first test of a reply statute's constitutionality.

The Florida right of reply provision was one section of a comprehensive attempt by the Florida Legislature in 1913 to clean up an infant primary election system. The first court test of the statute came in 1972 when the Daytona Beach, Florida, News-Journal was sued for access. The editor of the News-Journal has been arrested twice for failure to comply with the statute.

Pat Tornillo, who has clashed with the Miami Herald since 1965, admits he brought the suit to gain publicity for his campaign. Jerome Barron did not play a part in convincing Tornillo to file charges. Both Tornillo and the Herald claim their position as just while reconstructing the events that led to the suit. The Herald's attorney claims the decision of the state's supreme court was a reaction to press criticism of the court. The study also contains the remarks of Jerome Barron, Tornillo's attorney and a confidential source concerning all aspects of the court battle.

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MOST OF THE NEWS IS FIT TO PRINT: THE INFLUENCE OF RELIGION ON THE CHRISTIAN SCIENCE MONITOR

Richard Pearson Cowperthwait, M.A.
University of North Carolina, 1975
Adviser: L. Edward Mullins

Widely acclaimed as one of America's leading newspapers, the Christian Science Monitor has, nevertheless, not been written about extensively. This study, based largely on personal interviews with different echelons of the paper's staff, is an informative analysis which examines various aspects of the paper. Particular attention is paid to the influence of the Christian Science religion on the paper.

The study shows religion influences the paper to a greater extent than is generally known, albeit in an often subtle and indirect manner. The study examines the tenets of Christian Science and suggests ways those tenets influence the paper. The still-dominant influence of Mary Baker Eddy--the religion's and paper's founder who died in 1910--is illustrated.

The Monitor's main contributions to American journalism are cited, and the future of the paper is assessed. Having been a trend setter in interpretive journalism, the paper's attempt to develop a new trademark, which it calls "problem-solving journalism," is explored.

A modest content analysis is also employed which categorizes Monitor stories for four different sampling periods from the early 1960's to the mid 1970's. The paper's evolution during that period is also discussed. The paper's changeover to a tabloid format--the result of a deteriorating financial condition--is evaluated.

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DO MEXICAN AMERICANS VOTE DIFFERENTLY THAN THEIR ANGLO NEIGHBORS?

Richard S. Cox, M.A.
San Jose State University, 1976
Adviser: W. Rik Whitaker

Mexican Americans comprise the largest ethnic minority in Santa Clara County with 186,000 persons according to the 1970 census. They are the largest such group in the state and the Southwest, the second largest nationally. Since World War II there has been continual agitation throughout the Southwest for social, economic and political rights.

In an effort to determine the attitudes of Mexican Americans as a group an analysis of voting was conducted in predominantly Mexican American areas along with a comparison of neighboring Anglo areas in four elections, June and November 1970 and June and November 1972. The results also were compared with the countywide vote.

While the least educated and lowest income Mexican American areas vote heavily for ultra liberals and Democrats, the percentage declines as income rises. A blue collar-lower middle class area in East San Jose may be a political microcosm for the countywide Mexican American population, a majority of which lives outside the "barrios." While more liberal on candidate voting than the county, this area is more conservative than low income Mexican American areas. On ballot measures the area is slightly more conservative than the countywide voting, and Mexican Americans are less interested in ballot measures than are Anglos.

A secondary study of media use revealed that there is a definite need to use Spanish language media to communicate with low income Mexican Americans but this is not true of Mexican Americans countywide.

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EFFECTS OF PREDISPOSITION ON FEAR APPEALS

Ann I. Cravens, M.A.
University of Florida, 1975
Adviser: Mickie Edwardson

The literature on the effects of fear appeals contains many seemingly contradictory results; some studies report that high fear appeals were more effective in changing attitude; some report that low fear appeals were more effective. In attempting to resolve this controversy, McGuire predicted that several underlying factors influenced the effectiveness of persuasive messages that attempt to change attitude using fear. One of these underlying factors was the subject's initial concern over the issue (or predisposition).

An experiment was devised to test the effect of predisposition on subjects' response to two different levels of fear: high and low. Prior to administration of the fear appeal, subjects were tested to determine their attitude (positive or negative) toward the message of the fear appeal. After the subjects read either a high or a low fear appeal, three variables were measured: attitude after reading the fear appeal, perceived believability of the fear appeal, and perceived fear-arousing qualities of the fear appeal.

Statistical analysis found no significant difference in the reaction of the positive and negative predisposition subjects to the two levels of fear appeal with respect to attitude change or perceived fear-arousing qualities. A relationship was found between predisposition and believability in that the high fear appeal received a higher believability rating than did the low fear appeal (significant at the .05 level) among subjects with a positive predisposition (those initially inclined to agree with the message of the fear appeal). No significant difference in the believability rating of the two fear appeals was found in the negative predisposition group.

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THE ROLE OF PUBLIC RELATIONS IN MARKETING ARCHITECTURAL AND ENGINEERING SERVICES

Diane C. Creel, M.A.
University of South Carolina, 1974
Adviser: Harold Hayes

This study was based on responses to questionnaires from 111 of the most successful design firms offering architecture or any combination of architecture, engineering and planning. Its purpose was to determine the role of public relations in marketing architectural and engineering services.

It can be determined from this study how extensively the leading design firms in the nation are involved in public relations by definition of budgets, responsibilities, size of staff, attitudes, purposes, and results of programs.

The majority of respondents, 57.4 percent, have professional public relations assistance in the form of in-house staff, agency or both. Of those firms with an in-house staff, some 70 percent have a staff of one. The management of 91.2 percent either strongly agree or agree that public relations is effective in enhancing the marketing image of a design firm.

Respondents most consistently felt potential and present clients were their most important audiences and person-to-person contact the most effective means of reaching those audiences. Some 55.4 percent of these leading firms had not had an article published in a national circulation of general content such as Time, Fortune, etc., but 71.6 percent had published articles in trade journals in the last six months. A high percentage of respondents felt it would be beneficial for a client to have read a favorable article about the firm before being approached for work.

Public relations most frequently supported the marketing in the 111 firms by a preparation of brochures and sales tools, slide presentations and illustrative material. More than half of the leading firms allocate 1 - 3 percent of their total budget for public relations.

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A COMPARATIVE ANALYSIS OF SELECTED REVIEWS FOR MODERN FILM CRITICS

John R. Crook, M.S.
University of Tennessee, 1976
Adviser: Kelly Leiter

In many respects, this is an era of the critic as superstar. Most major consumer publications feature a regular film reviews column. Anthologies of reviews by well-known film critics are widely sold in bookstores. Film critics are among the most popular and highly paid speakers on the lecture circuit.

In spite of this, there is a wide divergence of opinion about the proper role of a critic. Filmmakers regard them as superfluous and even dangerous. Performers view them as sadists. Readers often call them intellectual snobs. Even the critics themselves offer no definitive answers.

This paper examined the problem in the light of selected reviews by four major film critics. Five representative reviews by Judith Crist, Pauline Kael, Andrew Sarris, and John Simon were analyzed against a background of their writings as a whole. Special attention was given to personal writing style, nature and size of audience, perception of the critic's role, and personal theories of film criticism.

The study suggested that several intervening factors had an effect on the evolution of a personal critical stance. These factors included the special characteristics of the audience for which the critic was writing, the tone and content of the films being reviewed, personal interpretation of the proper critic audience relationship, and personal critical theories of filmmaking that the critic had embraced.

The study also suggested that, when the critic took such factors as these into consideration in determining his critical stance, his writing became a conversation with his audience, a dialogue that could be profitable for both sides. If he gave little or no attention to these factors, his writing often became a kind of monologue, and often proved of little profit for anyone except, perhaps, himself.

In conclusion, it was pointed out that very little research has been done in the area of film criticism. Several possibilities for further research, both empirical and historical, were suggested.

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COMPREHENSION AND READABILITY OF PESTICIDE LABELS

John R. Crosiar, M.A.
University of Wisconsin, 1975
Adviser: Richard Powers

The purpose of this research was to determine how effectively the pesticide label performs its role as informer and protector of users and their environment. Specifically, this study sought to find out how well farmers and their wives in Dane County, Wisconsin, understood pesticide label terminology, what personal factors influenced comprehension and how their attitudes toward pesticide labels and the pesticide industry affected their scores. In addition, the readability of label messages was measured.

Data on farmers and their wives were collected by personal interview during July-August, 1975, from a modified random sample of eight rural townships in the county. Twenty-five interviews were conducted in each quadrant of the county. For the readability analysis, a random sample of 100 labels from those on file with the Wisconsin Department of Agriculture as of January 1, 1975, was obtained.

The typical pesticide label in the sample was fairly standard in reading-ease. Persons able to read Reader's Digest should have no trouble reading the average pesticide label.

On the whole, Dane County farmers comprehended 76.3 percent of the 25 terms tested which currently occur on pesticide labels in Wisconsin. This level of comprehension was not statistically different from similar tests of farmers in Illinois (1970) and Wisconsin (1964). Nevertheless, for several individual items there were significant differences in comprehension between tests, some very highly so.

The farm people in the sample were generally favorable toward pesticide labels and the pesticide industry. There was no statistically significant difference between these subjects and those studied at Illinois in 1970 concerning their positive attitudes toward these concepts.

Label attitude, education, industry attitude, pesticide use, number of young children at home, magazine reading and livestock raising positively correlated with comprehension score. Inverse relationships existed between comprehension levels and television viewing, age and income from other sources. Label attitude and education exerted significantly greater influence on comprehension score in this study than they did in 1970 at Illinois.

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STRATEGIES OF INTERPRETATION IN THE VIEWING OF NARRATIVE AND NONNARRATIVE FILM

George Frederick Custen, M.A.
University of Pennsylvania, 1976
Adviser: Sol Worth

The present study conditionally examined the relationships between three types of film construction (narrative, nonnarrative, and haphazard) and strategies of interpretation (inference and attribution).

It was reasoned that films constructed in the narrative code would lead viewers to choose an inferential strategy. Conversely, films constructed in the nonnarrative code would lead to viewer choice of an attributional strategy. It was hypothesized that the choice of one strategy rather than another would be due, in part, to viewer recognition of the presence or absence of a linear, narrative structure, and would lead to the choice of the strategy of interpretation considered as appropriate for each film type. It was also reasoned that film type would affect the form of viewers' linguistic responses and, in turn, influence the choice of strategy.

The experiment was designed to test these hypotheses. Three films, narrative, nonnarrative, and haphazard, were constructed from three separate 200 foot rolls of film containing identical footage. Undergraduate subjects were recruited and divided into two classes of viewers, experienced and nonexperienced, based upon the presence or absence of formal training in film analysis (N = 30). Subjects were assigned to one of six possible conditions (two levels of experience by three film types). In each condition subjects viewed a film and were then interviewed using four standard questions which probed the strategy used, evaluation of the film, and accuracy of recall. Whenever appropriate, probes were used to illuminate the full dimensions of the subjects' responses.

The results conditionally supported the hypotheses. Different films did lead to different interpretive strategies, although not as precisely as postulated. Finer examination of the data revealed that film type and the linguistic form of telling used by the viewer strongly influenced the interpretive strategy chosen. It was also discovered that viewer evaluation of the competence of the film-maker affected the choice of interpretive strategy. Experience, on the whole, was not a strong factor in the choice of interpretive strategy.

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PRESS COVERAGE OF THE LINDBERGH KIDNAP TRIAL: HUMAN INTEREST OR SENSATIONALISM?

Ronald John Czajkowski, M.A.
Syracuse University, 1975
Adviser: Catherine Covert

Was the 1935 trial of Bruno Richard Hauptmann for the kidnap-murder of aviator Charles A. Lindberg's son overplayed to the point of sensationalism?

Sensationalism may be defined as a phenomenon of proportion and emotion. News reported in proportion to an event and with proper and balanced levels of accurate facts and controlled emotion can be considered human interest, but news which is "overplayed" or exaggerated with regard to proportion and emotion may be termed sensational--a degree of over-reaction which leads to a false or distorted picture of reality.

This research has shown that the press coverage of the Lindbergh kidnap trial was sensational in *certain* respects. Excessive allocation of space in terms of pages devoted to trial news, excessive entertainment of the public by the press in the form of reporting trivial, false and morbid detail, and excessive and improper use of photographs and newsreel film were three major sensational misconducts practiced by some of the 700 media people who covered the famous Flemington, New Jersey, proceedings.

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A COMMUNICATION FRAMEWORK FOR JOURNALISM EDUCATION: AN OPEN SIMULATION APPROACH

Eva Gail Rodes Dahm, M.A.
University of Iowa, 1973
Adviser: Daniel E. Costello

Educating individuals to deal with changing systems may require a different approach than educating them for conditioned responses. Journalism is one example of such a dypamic system. Journalists must be able to deal with ambiguity and change.

Recently communication theory has been approached as a dynamic, open-system process. This view states that communication and learning only occur within the individual. This implies further that the locus of consideration should be the individual and his interpretations. To speak about small groups or organizations one must build upon this intrapersonal level. On the interpersonal level one adds a concern for the formation of rules, expectations, and aggregate structures which result from interaction. Organizations are seen as natural or contrived groups in which individuals process and interpret information.

When the theory of communication, the view of the environment, and the idea of the single learner are all dynamic, then the form of education must challenge and teach through personal experience. One recent attempt at such significant learning is parameter-free simulation.

The simulation at the University of Iowa School of Journalism is one example of an open educational system. All of its parts and its dynamism are described in this text.

The final problem is evaluation of such an educational methodology. It is clear that with these personal goals and a dynamic theory, objective evaluative tests are not applicable. New forms and new criteria need to be developed and utilized.

Problem-solving simulation seems like one reasonable design addition or alternative when the goals are a coping behavior and a dynamic theory of communications.

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A MAN AND HIS MAGAZINE, SIXTY-THREE YEARS OF THE *NORTHWESTERN BANKER*: IT'S PUBLISHER; IT'S AUDIENCE; THE TIMES

Lois J. D'Angelo, M.S.
Iowa State University, 1975
Adviser: James W. Schwartz

To add to the knowledge of business journalism, the study examined the evolution of the *Northwestern Banker*, a Midwest banking journal published in Des Moines, Iowa with a paid circulation of approximately 4,930 subscribers.

In addition to considering technical aspects, content and editorial leadership from 1912 through 1974, the experiences and philosophies of former publisher Clifford De Puy were studies in detail. An attitudinal survey of subscribers was also conducted in 1974.

The study found that two major strengths of the *Northwestern Banker* continue to be its significant degree of reader personalization and the extensive amount of news and analysis it provides on developments in the commercial banking field. For over 50 years, the well-received editorials written by Clifford De Puy provided additional discussions on banking and politics as well as entertaining glimpses at the times. Much of De Puy's popularity rested with his ability to assess the thoughts and desires of his readers. This added greatly to the *Northwestern Banker's* personalized style.

The majority of the 225 respondents to the 1974 survey were either members of the boards of directors or executive officers of banking institutions. Most rated content, coverage and reliance on the *Northwestern Banker* highly. Respondents were mainly interested in news of both local and national investment and business trends and how to improve techniques in their banks. To a lesser degree, bankers read the journal for news on promotions and social events in their areas.

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THE KNOWLEDGE AND OPINION BASES ABOUT EATON INTERMEDIATE SCHOOL DISTRICT SERVICES AMONG THE FACULTIES AND STAFFS OF CONSTITUENT SCHOOL DISTRICTS: A SYSTEMATIC SURVEY

Barbara Jean Davis, M.A.

Michigan State University, 1975

Adviser: Jack L. Hillwig

Intermediate school districts (ISD's) in Michigan have existed just 12 years. They offer support services to local school districts such as special education, area vocational education, media center, data processing and recently, programs for talented and gifted. During that time, they have been unable to establish adequate communication systems with local school districts or with the general public. Such communication is essential to adequate functioning of Michigan intermediate school districts since state law dictates that ISD services may be provided only at the REQUEST of local districts.

This study examines one typical ISD, Eaton Intermediate, located southwest of Lansing, in an effort to determine present levels of knowledge and opinions held by constituent school faculties and staffs about Eaton Intermediate School District, and to propose suggested journalism and mass communication efforts that would inform local schools and the public about such services.

A survey questionnaire was administered to all faculties and staffs within Eaton Intermediate School District, with a 64 percent return rate. Survey results showed that about [illegible] percent of constituent faculties and staffs have a knowledge of Eaton Intermediate School District services, that special education services are the best known, that regional vocational education is attitudinally more acceptable to administrative staffs than to teachers, that considerable discrepancy exists among faculties and staffs regarding appropriate classroom models for special education (and all) students.

Regarding media usage, the study pointed out that local radio listenership is almost exclusively during the preschool hour, thet newspaper readership is more extensive than assumed, and that TV is definitely a resource that should be tapped.

The scope of this study was necessarily generalized in nature. It is hoped that it will be succeeded by a number of more specific studies of knowledge and opinion bases regarding each support service offered by intermediate school districts.

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PUBLIC FACILITIES: AN ADVERTISING MEDIUM AND SOURCE OF REVENUE

Sarat Dayal, M.A.

University of Florida, 1975

Adviser: Frank N. Pierce

In the last two years, several states have passed bills imposing restrictions and, in some cases, a complete ban on pay-toilets; legislators in over a dozen states are contemplating similar action.

Because of the anti pay-toilet bills across the country, proprietors of public restrooms have lost huge sums of money. This financial loss can be recovered if public restrooms were to be used as an advertising medium. Not only will restrooms be lucrative as an advertising medium for their owners, they will serve an effective advertising function.

This thesis is a theoretical analysis of restrooms as an advertising medium. It is also a quantitative analysis of how effective a medium restrooms are and how much they can earn for the owners. Also discussed are such facets of restroom advertising as audience demographics, estimates of advertising rates and the size of the medium.

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PHOTOJOURNALISM: A MAJOR INFORMATION TOOL OF THE NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

LaVerne A. Delaplain, M.A.
East Texas State University, 1975
Adviser: W. J. Bell

The writer's purpose was to determine how The National Aeronautics and Space Administration made use of photography in its public information program with particular emphasis on special uses as opposed to the regular mass communication channels of newspaper, magazine, and television. Furthermore, the study enabled the writer to find out what methods they used to derive maximum benefit from the great number of unusual photographs available to them.

The all-encompassing range of the National Aeronautics and Space Administration's program made it necessary to use a representative sample method of checking the effectiveness of their photojournalism techniques in the mass media. A mini-case method, with analyses of selected examples of major types of special publications and the photographs used to illustrate it, was used to investigate and evaluate this part of the program.

Fresh ideas, new approaches, and a high order of technical skill in employing the usual special publication methods have produced a flow of pamphlets, foldouts, booklets, and other such material of a superior nature. Organization and planning were major factors in the productive capacity of the group.

Taking their cue from a popular advertising slogan, "When you've got it, flaunt it," the National Aeronautics and Space Administration's Public Information Office has concentrated its energies on utilizing to best advantage the almost limitless stockpile of unusual photographs made available to it in the course of its assigned missions.

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A CONTENT ANALYSIS OF NEWS IN THE UNITED STATES SUBURBAN PRESS

Walter W. Depew, M.A.
Northern Illinois University, 1975
Adviser: Richard A. Schreiber

The objective of this study was to determine what constitutes news in the suburban press of the United States; that is, to establish an operational definition of this news. (Most literature on the suburban press has dealt with the demographics relative to readership and marketing surveys, all directed toward the advertising rather than the editorial aspects of this individual segment of newspaper publishing.)

The study consists of a content analysis of 25 suburban newspapers from five geographical areas--Far West, Southwest, Midwest, East and South.

The analysis was concerned with measuring in column inches all editorial and art copy and then identifying each picture and story by subject and placing it in one of 18 categories.

From these data 11 composite papers were compiled--two from each geographical area (one for editorial and the other for art) based on percentage breakdowns by category, and the remaining one being based on the applicaiion of computer data that provided a composite suburban paper for the entire United States.

On the basis of the 10 composite papers compiled from the percentage breakdowns, the leading categories were Social/Food/Fashions and Sports, in both the Editorial and Art divisions; with Editorial Page, education and Recreation/Entertainment following in order in the Editorial Division. The third most popular category in the Art Division was Features.

This, then (along with percentages from the remaining categories), answered the question as to what constitutes news in the suburban press. Or, by operational definition, on the basis of the papers analyzed in this study, news in the suburban press of the United States (from both an editorial and art standpoint) consists (by category) of Social/Food/Fashions and Sports, followed by Editorial Page, Education, Recreation/Entertainment and Features, with other news of interest to the readership of the local area covered by the individual suburban paper.

The application of the computer data was invaluable in that it provided not only a composite paper but presented profiles for each editorial and art category that, in total, lent a "sideview" to the study which could not have been obtained by working with percentages only.

Appendixes include a history of the United States suburban press since 1950 and a prognosis, both based upon an interview with Chester K. Hayes, advisory counsel to the United States Suburban Press Foundation, Chicago, and an annotated bibliography of 17 pages on articles pertaining to the subject that were published from 1960 to 1974.

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COMMUNICATION CONTROLLING IN SAME OR OPPOSITE SEX DYADS UNDER SOCIAL AND TASK CONDITIONS: TACTICS, STRATEGIES, AND SITUATIONS

Linda Frances Dethman, M.A.
University of Washington, 1975
Adviser: Brenda Dervin

In this study of interpersonal dyads, communication controlling has been advanced as a concept central to understanding human communication. Controlling is vital to communication survival; people must make moves when communicating with one another so that they can cope adequately with other people and with the situations they encounter. It is difficult for people to remain communicatively stationary, because they are acted upon as well as acting.

A conceptual formulation of communication controlling was posited as "Communication controlling is manifested by (tactical implementations, cognitive strategies, situational factors)." These three elements were presented as interactive with no proscribed conceptual or functional ordering. Tactical implementations operate as the behavioral units of communication controlling, strategies as their cognitive counterparts, and situational factors as personal and environmental concerns working on and with tactics and strategies. The emphasis at the conceptual level was to clarify the nature of each of the elements by showing how they work singly and in conjunction with one another.

At the operational level, the goal was to look at tactic use as it varied under differing situational conditions and to infer normative meta-strategies or rules for tactical behavior across situational conditions. An operational formulation was posited such that "Tactical implementations = function (strategies, situational factors)." This formulation attempts an initial effort toward testing the more general conceptual proposition. Looking at tactic use as it occurs under varying conditions affords a useful way of looking at interaction since they are identifiable and manageable units of behavior (i.e., questioning, repeating, suggesting, stopping) which can be used singly and in combination, and which fit well with cognitive and situational concerns.

This study was operationalized by forming thirty dyads of strangers--ten male-male, ten female-female, and ten male-female --whose conversations were tape recorded under two situational conditions. The first condition was a socially oriented conversation where the participants were as asked to "get to know one another." The second condition was a task situation where the participants were asked to reach concensus after they had individually ranked a list of "ways to effect a social change." Each part lasted seven minutes.

Through use of tactical analysis, support was found for all of the exploratory hypotheses:

1) Women and men do use different tactics of control;

2) Women and men implement different tactics while dealing with members of their own sex than while dealing with members of the opposite sex;

3) Social (getting to know you) situations and task (consensus reaching) situations influence the use of tactics;

4) Men and women do differ in their use of tactics in relation to environmental situational conditions (non-task and task); and

5) Patterns of control tactic use were discernible for males and females across differing situational conditions, thereby indicating the operation of some normative meta-strategies or rules.

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A CONTENT ANALYSIS OF THE WASHINGTON STAR'S ACTION LINE AND AN ANALYSIS OF ITS INTEGRATION INTO THE NEWS-GATHERING PROCESS

Carol Ferruso DiJulio, M.A.
University of Maryland, 1975
Adviser: Lee Brown

This study is a content analysis of a two-week sample of the inquiries received by the Washington Star's Action Line and an analysis of the utilization of those inquiries by the editorial staff in the news gathering process.

The kinds of problems and questions people bring to Action Line are those they encounter in their attempts to cope with the commercial, governmental and societal institutions found in urban environments.

Research indicates that information is necessary, at least in part, for people to cope with these problems and questions. Research further indicates that the mass media have not been providing this "coping information."

This study attempts to show that the Action Line inquiries can provide reporters and editors with a frequently ignored point of access to the needs and problems of their readers.

It seeks to do this by first demonstrating that the problems and questions contained in the Action Line inquiries are not significantly different from the problems and questions expressed by the general population in other surveys. The findings supported this hypothesis.

Second, this study seeks to demonstrate that Action Line inquiries contain usable story ideas. This hypothesis was moderately supported by the findings.

Third, the study seeks to demonstrate that most reporters and editors do not utilize Action Line for story ideas. The findings also support this hypothesis.

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THE EAST LANSING TOWNE COURIER: A STUDY OF A SUBURBAN WEEKLY NEWSPAPER IN COMPETITION WITH A UNIVERSITY DAILY NEWSPAPER

James Lawrence Donahue, M.A.
Michigan State University, 1975
Adviser: George Hough III

In the thirty years since the end of World War II, the growth of suburban communities, usually at the expense of central cities, has significantly altered American newspaper publishing patterns. This movement to the suburbs has been reflected in rapid growth of the suburban press during a period in which metropolitan daily newspapers have been merging and declining in number, while perhaps not coincidentally becoming more regional in scope.

The Towne Courier is a weekly newspaper serving East Lansing, Michigan, a suburb of Lansing and also the site of Michigan State University. The university State News, published by students daily during the nine-month academic year, is devoted primarily to coverage of the university but does cover East Lansing city affairs to some extent.

The Towne Courier therefore finds itself in the unique situation of being a suburban weekly newspaper in indirect competition with a partially-subsidized university daily newspaper.

Purpose of this study is to determine what kind of a community East Lansing is, to take an overview of suburban and community newspapers in general, and to look specifically at the Towne Courier editorial policies and practices. Included in this study is a content analysis of the Towne Courier and its editorial page, a look at its organizational chart and work flow, and exploration of the publisher's editorial philosophy, and some conclusions which can be gathered from these observations.

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THE INFLUENCE OF RUFUS KING AND HIS MILWAUKEE SENTINEL ON THE FOUNDING OF THE REPUBLICAN PARTY IN WISCONSIN

Mary L. Donahue, M.A.
Marquette University, 1975
Adviser: Alfred L. Lorenz, Jr.

The purpose of this thesis, which is to examine the influence of Rufus King and the Milwaukee Sentinel on the founding of the Republican Party in Wisconsin, is an attempt to support historian A. M. Thomson's view of King and the paper and the movement which resulted in the formation of the party in the Northwest.

Research for the study involved the examination of King's actual editorial and political thinking and stance, using the newspapers he wrote and his personal correspondences. Primary concern was with the Milwaukee Sentinel from the months immediately preceding the founding of the party to the issues after the first Republican victory had been secured in Wisconsin.

Two conclusions reached by the study emerged as significant.

The newspaper and correspondence chronicles revealed King's editorial display of disappointment at the downfall of the Whigs, distress over pro-slavery legislation in Congress, optimism at the prospect of an entirely new party and delight at the birth of the Republican organization. These chronicles were considered evidence that the young New York Whig used his valuable experience and training to his best advantage as he battled for a new party in Wisconsin.

King's experience as Sentinel editor points to an important chapter in the development of political journalism. His successful campaign on behalf of the Republicans is an example of what emerging newspapers were able to accomplish in the developing country.

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THE RADICAL AND MODERATE PRESS: AN ANALYSIS OF CONTENT AND REPORTING METHODS

Donald Dorman, M.A.

Indiana University, 1975

Adviser: David H. Weaver

From a list of right-wing and left-wing publications, 20 "rightist" and 20 "leftist" ones were randomly selected for content-analysis. Each publication then was assigned a value on a 20-point radicalness scale devised by Walter Wilcox (Journalism Quarterly 19: 1[illegible]-60). The positioning along the scale of the most moderate three quarters of both right and left wing publications was similar, but the most radical quarter of the rightist publications were rated higher (i.e., more radical) than the corresponding quarter of the leftist publications. The reason for this difference in scale ratings seemed to be that radical rightist publications tended to allude to a vast conspiracy against values their publishers cherished, while the left wing showed no such tendency.

Next, four of these publications (a radical rightist, a radical leftist, a moderate rightist and a moderate leftist) were chosen for more intensive analysis. Articles were rated on the basis of subject matter; positiveness, negativeness, or neutrality toward each subject; and, with a modified version of the scale used by Pride and Clarke (Journalism Quarterly 50: 314-28), subjectivity of writing style.

Subject matter differed considerably from publication to publication, as most articles concerned topics the paper was against. All four publications were predominantly negative, indicating they try to enhance their own position by criticizing alternatives and not by discussing strong points of their own position.

Both leftist publications were significantly more negative than either rightist ones, and the radical publications were more negative than the moderate ones. Also, the radical publications were more subjective than the moderate ones. There was no significant difference between the two radical publications in subjectivity, but the moderate leftist publication was significantly more subjective in its newswriting style than the moderate rightist publication.

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AN INDEX OF SOCIAL SERVICES AND COMMUNITY RESOURCES FOR THE AGED OF MONONGALIA COUNTY, WEST VIRGINIA

Susan Sharpe Dotson, M.S.J.

West Virginia University, 1976

Adviser: Robert M. Ours

In recent years, the problems aged Americans face have received increased attention. Many governemnt agencies and community and religious groups have responded to these problems by developing social services and community resources to aid the elderly. However, those who need these services most are often unaware that they are available or confused about how to qualify. This thesis attempts to remedy this problem in a particular community by organizing such useful information into an index to be used by elderly residents.

Information was gathered with the cooperation of the Council of Social Agencies, a local, social service coordinating group. All information was verified through contact with the particular agency. A profile of each service or resource was written, giving details about eligibility, cost, office hours, etc. The profiles were then grouped, according to standard indexing procedures, into various categories such as: emergency care, health care, housing, food, etc. The language of the index was kept simple, making it useful to laymen as well as agency personnel.

The index will be printed and distributed in the county by the Council of Social Agencies. Suggestions are made concerning publicizing the publication of the index to ensure that it is available to those who need it most.

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MASTERS OF OPINION: THE EDITORIALS OF WILLIAM ALLEN WHITE, FRANK COBB, WALTER LIPPMANN, RALPH MCGILL

[illegible] [illegible], M.A.

East Texas State University, 1976

Adviser: [illegible]

Purpose of the study is to compile an anthology of excellent newspaper commentary to serve as a guide book and source of inspiration to present-day writers--a short course in editorial appreciation.

This study focuses on the works of four master writers of commentary of the first two-thirds of the Twentieth Century--William Allen White, Frank I. Cobb, Walter Lippmann, and Ralph McGill. Examples of their work have been collected from anthologies, newspaper files, and microfilm. A representative sampling--not just prize winners--of the work of each writer is presented, preceded by a biographical sketch.

The four journalists presented here were masters in the art of opinion writing, of having something to say and saying it well. From seven to fifteen examples are included for each writer.

Journalists of today can learn valuable lessons from these past masters, just as musicians, painters, and craftsmen learn from the masters of their arts. More anthologies of this nature are needed to preserve the writing of other noted journalists for future study by students of journalism as well as other disciplines.

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TELEVISION IN SOUTH AFRICA: THE REASONS FOR ITS LATE INTRODUCTIONS

Liesel Eiselen Drury, M.A.

University of Illinois, 1976

Adviser: Edward F. Douglass

This work discusses the background to television in South Africa and examines the multifacted reasons for the delay in introducing such a service until 1976. The view that this late introduction of the medium was due to racially motivated fears is shown to be erroneous.

From the cultural history of South Africa it is evident that the South African Broadcasting Corporation had to deal with a complex of attitudes and conditions peculiar to that country. This work shows that although there were a variety of technical, economic, linguistic and cultural considerations that prevented television from being introduced earlier, the situation has changed in recent years. The FM radio system has been completed; color television techniques have been perfected; the churches have now recommended cooperation with the South African Broadcasting Corporation; the film and electronics industries have grown considerably and the Post Office and Telecommunications Department is now in a better position to deal with the shortage of skilled technicians.

These factors, coupled with the first moon walk of 1969, have given rise to an actual demand for television which did not exist before 1969 in any appreciable strength. The obstacles in the way of introducing television in South Africa have thus either disappeared or greatly diminished and a modern, national television network, making provision for nine cultural and linguistic groups, will commence operation on January 5, 1976. Due to careful consideration and preparation, television in South Africa will offer an instructive model of how the medium can be adapted to the specific requirements and needs of a particular country.

While some American sources (The New York Times, Time Magazine, America, and authors Peter [illegible], Victor Ferkiss and Edward Corrigan) have suggested that television in South Africa has deliberatly been held back for fear that the medium would raise the level of education among the Black nations of the country and thus endanger governmental racial policies, a diligent search of primary and scholarly sources did not provide any information that would lend credence to this "fear-hypothesis." Furthermore, the "fear-hypothesis" contains a logical fallacy: If the medium were feared, it would be folly to introduce it now when the level of education and standard of living among the various Black South African nations is higher than ever before, and they are thus more politically conscious. If the "fear-hypothesis" were correct, one would rather have expected a very early introduction of television in South Africa so that the medium could have been used as a tool of indoctrination. This clearly has not been the case.

The finding of this work is thus that the late introduction of television in South Africa was due to many salient considerations which had nothing to do with a desire to hold back the social or economic development of Black South Africans.

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THE PROBLEMS OF INTERNATIONAL BUSINESS COMMUNICATION BETWEEN DEVELOPED NATIONS; WITH AN EMPIRICAL PILOT STUDY ON COMMUNICATION PATTERNS OF GERMAN COMPANIES IN THE UNITED STATES

Juergen Ferdinand Duebostel, M.A.
University of Texas, 1976
Adviser: Joseph Taylor

In Part I the thesis discusses the main variables of international business communication. A selective review of the history of business communication reveals that merchants and businessmen in the international trade were the main agents of international and intercultural communication.

It is further examined, using selected communication models, how the communication theory considers the international and intercultural aspects of communication and what are the specific factors of business communication.

A selective review of the literature follows.

Part II presents the results of an empirical pilot study on communication patterns of German companies in the United States. The introduction of Part II gives a brief review of the history of German investments in the United States.

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EDITORIAL REACTION TO GERALD R. FORD: THE EFFECTS OF WATERGATE

Marsha Dunsay, M.A.
California State University-Northridge, 1976
Adviser: Michael Emery

Editorial reaction to Gerald R. Ford--from his nomination as Vice President to the pardon of Richard Nixon--was examined to determine how major newspapers perceived Ford and whether their perceptions were affected by the Watergate scandals and related events.

Unsigned editorials were reviewed in the New York Times, Washington Post, Los Angeles Times, St. Louis Post-Dispatch, Christian Science Monitor, Chicago Tribune, Detroit News and Grand Rapids (Mich.) Press.

Watergate and the plight of the Nixon administration profoundly affected some newspapers' perceptions of Gerald Ford. As Nixon's moral stock diminished, Ford's editorial image improved until the man who was initially received as a "bland mediocrity" came to be seen as a viable alternative to the embattled President. By the time Ford was confirmed, five of the eight newspapers sampled had moved from an essentially negative to an essentially positive position and were praising his strengths and excusing or ignoring his weaknesses.

A liberal-conservative split emerged in the study. The more liberal newspapers were more deeply and emotionally involved in the issues and problems of Watergate, were most severe in their criticism of Nixon, exhibited the greatest overall change in attitude toward Ford and were most outraged by the Nixon pardon. The more conservative newspapers were less emotionally involved in Watergate, were less distressed by Nixon's actions, exhibited little or no change in attitude toward Ford and were not as upset by the Nixon pardon (while disapproving of it).

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HOW PRODUCT INVOLVEMENT IN PRODUCTS OF SELECTED PRICE RANGES AFFECTS ADVERTISING RECALL

Diana Sollner Edwards, M.A.
University of Florida, 1976
Adviser: Leonard J. Hooper

This study investigates the relationship of product price to product involvement. Advertising recall is used as the measuring device of product involvement.

The results were collected by interviewing residents of Alachua County selected at random. Respondents were asked unaided and aided recall questions pertaining to advertising. They were then questioned as to which brands they used in eight designated product categories.

This research indicates that even when more money is required in a product purchase, advertising recall for that product brand is not necessarily greater. It has been ascertained that advertising recall is greater for users of a product brand than non-users.

In addition to the evidence that brand loyalty is reinforced by advertising, this study also suggests that post-decisional reinforcement is a role of advertising that is possibly underrated.

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WUFT TELEVISION VIEWER SUPPORT GROUP ATTITUDES AND PROGRAM PREFERENCES: A SAMPLING AND AN ANALYSIS

Leslie C. Edwards, M.A.
University of Florida, 1976
Adviser: Ronald D. Whittaker

A questionnaire was mailed to the 799 members of the Friends of Five, a citizen support group of WUFT television in Gainesville, Florida, asking how they evaluated selected programs; and what types of programs were of interest to them.

Further information obtained included reasons for joining the Friends of Five, information sources for WUFT programming, cable television subscription, preferred scheduling of particular types of programs and household viewership of WUFT. Demographic indicators obtained were race, religion, education, age, sex, and income.

Ninety-nine percent of the respondents were White, 77 percent were Protestant, 92 percent were college educated, 69 percent were over thirty-five years old, 48 percent were female, and 66 percent earned an income of fifteen thousand dollars or more.

The most highly rated Public Broadcasting Service programs were "Masterpiece Theatre," "Evening at the Symphony," and "Ascent of Man." The highest viewed local program series was coverage of local government meetings. The highest rated local programs were a public affairs interview program and a natural cooking show.

The major program interests were drama, classical music, and public affairs. The major reason for joining the Friends of Five was support of quality programming. Sixty-two percent of the respondents used weekly newspaper television guides for WUFT schedule information, and 50 percent used the program guide issued by WUFT. Typically, WUFT was watched by the respondent and spouse. The preferred program scheduling time was weekday evenings.

The analysis included cross tabulations to discern details of viewing, interests, and schedule preferences.

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AN ORIGINAL MOTION PICTURE SCRIPT: NIGHTMARE IN MEXICO

Gerald James Encoe, Jr., M.A.
Central Missouri State University, 1976
Adviser: John Smead

The State Department has recently stated that there are 532 Americans in Mexican prisons. Approximately 390 of these incarcerated Americans are being held on charges of trafficking or possession of narcotics. The number of Americans arrested in Mexico on drug related charges has increased significantly since 1969 when the

United States and Mexico signed a joint pact, Operation Cooperation, to crack down on narcotics smuggling between the two countries.

The question has arisen, are these prisoners getting what they deserve or are they pawns in a game employed by agents of the Drug Enforcement Agency and the United States Embassy in Mexico City? Many of these Americans are young men and women with no previous arrest record and are serving much longer sentences (5 to 15 years) than they would in the United States. It is the consensus of many government officials that the Drug Enforcement Agency and Mexican Federal Judicial Police arrest them in Mexico because of that country's strict drug enforcement laws.

Several types of methodology were used in this study. The historical method was used to find material that was available for examination into what has happened in the past. The descriptive method was used to contact the so-called "experts" on the subject to find out what is actually happening at the present. Finally a creative methodology was used to transform this potpourri of information into a motion picture script.

Film research into the script subject made this writer aware of several problem areas. These included: 1) arrest and interrogation procedures; 2) Mexican lawyers taking advantage of American ignorance of Mexican law; 3) the Mexican prison system; and 4) the United States government's reluctance to offer any assistance to remedy the situation. Although the script itself is theatrical in nature, it attempts to deal with each of these problem areas.

It should be noted that this is not a sociological study. It is a creative study designed to allow the author to develop, exercise and demonstrate his ability as a screenwriter. Although necessary, the aforementioned preliminary film research was only a means to an end product, the motion picture script.

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THE EFFECTS OF POSTAL REGULATIONS AND SECOND-CLASS MAIL INCREASES ON RELIGIOUS PUBLICATIONS

Gordon Oliver Engen, M.A.
Michigan State University, 1975
Adviser: George Hough III

From the earliest days of recorded history, it has been understood that the one who controls the flow of information in a country controls the country. The study of the history of the postal system in the old world as well as in the United States reveals various concepts of control over the means of delivering information to the people.

Postmasters in the first few years following the Declaration of Independence had the power to establish their own rules for allowing newspapers to use the public mail service. As a result, many of them also published newspapers and allowed them free delivery while they barred all competitors from access to the mails. These practices brought the Congress into the picture in 1782. From that time on, the policies of the Post Office Department were closely controlled by the Congress.

With the Postal Reorganization Act of July 1, 1971, a new era in U.S. postal history was written with the establishment of the United States Postal Service, a government-owned corporation. The Congress mandated that it was to operate on a financially independent basis, each class of service paying its own way. Little thought was given at first to the effects of such a course of action. But postal rates began to escalate more rapidly than other costs, some as much as 1,400 percent. Newspaper and magazine publishers, almost as with one voice, began to sound an alarm. The historic marketplace of ideas was in danger of shrinking into a sideshow concession of ideas available only to the elite.

Officials in the new U.S. Postal Service viewed the print media merely as a vehicle for advertising in view of the advances made by the electronic media. The postmaster general's method of operation, patterned after the common business practice of passing on price increases to the customer, was forced onto publishers with no consideration as to the sociological effects. Newspapers and magazines soon found that advertisers were giving serious consideration to rearranging their advertising budgets, utilizing less expensive media. Resistance from readers to the higher costs of the publications was also reducing circulation, adversely affecting subscription and advertising income.

The Congress responded to the crisis and passed legislation phasing in the postal increases for certain types of publications over a longer time period.

Responses to fifty-four of the seventy-eight survey questionnaires sent out in connection with this study revealed general concern by nonprofit religious publishers. Publishers of independent religious publications had a greater awareness of the dangers to their publications as a result of the postal crisis. Where the church directly published or subsidized a publication, there was lower awareness of the postal problem. Twice as many publications that depended on actual subscribers for their mailing lists were aware of the postal problem than were the publications that were mailed to all church members.

Postal regulations were designed to fit the needs of profitmaking newspapers and magazines. Without taking into consideration some of the differences in operations, nonprofit publications were granted second-class privileges. Churches whose members do not pay membership fees in order to belong to the church, are required to operate in a manner similar to lodges and labor unions that have only dues-paying members.

Some postal bulletins have suggested alternate methods for handling churches, but these bulletins conflict with the official Postal Service Manual and many local postmasters are not aware of the variation in procedures. The result is a wide range of practices among religious magazine publishers. The survey revealed that more than one-third of the responding publications were not operating in harmony with the postal regulations even though they were not being questioned by their postmasters.

Officials at the U.S. Postal Service in Washington, D.C., recommend some kind of audit trail for publications sent to all church members. In this study, a method for achieving the objectives of the Postal Service while meeting the needs of the churches is outlined. Rather than adding a multiplicity of recordkeeping busywork, each church would verify annually the list of families on the subscription list, periodically updating the list during the year in accordance with changes that occur in church membership rolls. In the place of individual subscriber requests, an enabling resolution adopted by each church would suffice.

In the final analysis, publishers of religious journals should be among those most conscientious in following the laws of the land. If the laws are not equitable, they should be amended.

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A COMPARISON OF MUSIC EXPOSURE, GRATIFICATIONS AND PREFERENCES AMONG MADISON, WISCONSIN, ADOLESCENTS AND YOUNG ADULTS

Glenn J. Erdell, M.A.
University of Wisconsin, 1975
Adviser: Jack M. McLeod

Recent developments in communication research treat communication as a dependent rather than an intervening variable. This paper applies this by examining music behavior as a dependent variable with age as the independent variable. The contention is music is as important to today's young adults as it is to adolescents.

A paradigm is proposed to both justify and incorporate the three principal hypothesis: young adults will show greater relative exposure to music resulting from more and stronger gratifications and more heterogeneous preferences. A survey of 170 Madison, Wisconsin, adolescents (ages 14-17) and young adults (ages 18-30) was conducted to test these hypotheses.

For music exposure, two controls were introduced for available time--leisure time and time spent with other media. No significant differences were found between groups on this exposure measure.

For music gratifications, 27 items were developed and categorized from an extensive literature review. A factor analysis reduced these to 14 items across five factors. Differences here indicate adolescents seek and gain more gratifications from music.

For music preferences, a comparison of means and variances for 13 musical types showed greater heterogeneity of preferences for young adults.

Miscellaneous data examined music and media used simultaneously with other activities and correlations between gratification factors and musical preferences. The emphasis throughout is on music gratifications and it is concluded further research is needed on the social and psychological needs behind these gratifications.

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AMERICAN AND JAPANESE SELECTION OF BEST AND WORST COLOR PAIRS

Rex A. Erickson, M.A.

University of Washington, 1975

Adviser: Richard F. Carter

The influence upon color pair selection of selected attributes of the colors used and the individuals making the selections was the topic of this thesis. Individual attributes were race and culture. Color attributes were hue, value and chroma.

Thirty-six Caucasian Americans and twenty-five Oriental Japanese subjects selected first, second, and third best and worst colored blocks to go with colored boards. Subjects selected from fourteen colored blocks arranged in a semi-circle upon each of fifteen colored boards. The colored boards were the background colors with the colored blocks as the second colors.

Rank order correlations compared the American and Japanese second color selections for each background color. The selections proved significantly similar ($p < .05$). Only for the pink background color was there not a significant similarity.

Following the finding of cross-cultural similarity, the attributes of the background colors were examined as possible influences. Using the Munsell Color System, independent variables were created out of hue, value and chroma. The rank order correlations were used as the dependent variable. Zero order and multiple regression showed that only the value of the background color had any significant ($p < .000$) influence upon second color selections. Almost half the variance in second color selections by Americans and about a third of the variance in second color selections by Japanese could be attributed to changes in the value of the background colors. Background colors of similar values had similar second color selections. Background colors of dissimilar values had dissimilar second color selections.

The literature examination and the study findings led to two conclusions. First, that biological similarities between Americans and Japanese provide the best explanation for the similar color preferences of the two groups. Second, the value attribute of the background color is the most important influence upon second color selcctions.

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THE LAW OF COMPULSORY DISCLOSURE OF NEWS SOURCES: THE DEVELOPMENT SINCE BRANZBURG

Lynn Fabian, M.A.

Central Missouri State University, 1975

Adviser: David Eshelman

The Supreme Court ruled in 1972 that newsmen did not have a first amendment privilege to refuse to disclose news sources when called to testify before grand juries. The high court offered three alternative resolutions to the problem and suggested that legitimate first amendment infringements would not be tolerated by the courts. The Supreme Court ruling did not include all proceedings, which allowed the lower courts to distinguish between cases when making a decision concerning compulsory disclosure of news sources.

The law of compulsory disclosure had been traced from 1896 through 1972 in an earlier study. That study found that newsmen used three major defenses in trying to protect the confidentiality of news sources --common law, the Constitution (first amendment), and state statutes. Privilege for newsmen was consistently denied at common law. The 1972 case of first instance, Branzburg v. Hayes, denied newsmen a first amendment protection before grand juries. Before 1972, nineteen states had passed shield statutes. These statutes had been strictly construed by the courts. Protection was not extended on any element of the statutes. The present study was designed to trace the continuing development of the law of compulsory disclosure of news sources from the *Branzburg* ruling through December 1974.

Legal methodology was used in this study to locate and analyze the legislative and judicial documents related to the issue of compulsory disclosure of news sources. This study was limited to state shield statutes enacted since 1972 and to reported court cases between 1972 and 1974 which dealt with compulsory disclosure.

Results of the study revealed that an additional seven states enacted shield legislation during the 1973-1974 time period, bringing the total number of state statuted to twenty-six. Generally, the state statutes were highly specific as to what was protected by the law. Major points of the statutes delineated who was protected, which media were protected, the degree of protection, where the privilege could be asserted, what elements were protected, and certain other conditions of the privilege.

Eighteen court cases were decided on the issue of newsmen's privilege between 1972 and 1974. Three of the cases interpreted state shield laws. Typically, the courts have construed state shield statutes narrowly and refused to extend privilege on any point. The current study found no departure from this practice.

The remaining court cases dealt with a variety of civil and criminal proceedings. The Supreme Court in *Branzburg* refused to create a first amendment privilege for newsmen. This study found, however, that a plea of first amendment privilege for the protection of newsmen's sources remains a viable defense and has had a measure of success in certain jurisdictions.

A series of court cases and proceedings concerning William Farr and his attempts to hold his news sources confidential was examined. This examination, combined with the findings concerning the state shield statutes and court cases lead to the following conclusions.

The three alternative resolutions suggested by the Supreme Court in *Branzburg* included: state legislatures providing statutory protection for newsmen; state courts construing state constitutions to provide a privilege; and, a federal enactment to provide federal statutory protection in the area of compulsory disclosure for newsmen.

This study concluded that the primary objective of any remedy dealing with compulsory disclosure should give recognition and effect to first amendment protection of news sources and information. Suggested resolutions for achieving this included: 1) the courts recognizing and giving effect to first amendment protection of news sources and information; 2) a federal statute which reinforces the first amendment protection for newsmen; 3) state statutes which provide protection to newsmen. State statutes should be at least as encompassing as federal statute when enacted. Nothing would preclude a state statute from providing broader coverage then the federal enactment.

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AN EXPLORATORY STUDY OF DOGMATIC PERSONALITY-TYPED PARENTS AND THE RELATION TO RESTRICTIVE BEHAVIOR ON PRE-SCHOOL-AGE CHILDREN'S TELEVISION VIEWING HABITS

Hugh M. Fagan, M.A.

University of Florida, 1975

Adviser: Leonard J. Hooper

Practically every home in the United States has a television set. The television set is on about six hours a day. Concerns for the effects of television on small children has grown and many citizen groups and the government are looking into the problem.

One side said that televised violence leads to more aggression on the viewer's part. The other side said that televised violence has a cathartic effect. Regardless, television continues to exist and pump out not only violent programming but also more sexually explicit programming. How do parents of preschool-age children feel?

The preschool-age child is more easily influenced than at any other age. He is learning specific viewing habits. Certain types of parents may be anxious about their child spending too much time viewing television and may want to restrict its use.

Restrictions can be for two reasons: 1) because of good or bad behavior by the child, or 2) because of the violent or sexual content of a program.

Parents with a high dogmatism rating tended to use behavior modification techniques in relation to television use by the child. They tended to punish more than reward. The parents with a low dogmatism rating tended to restrict television use because of the violence and sexual content of programming. Both groups, high and low dogmatic parents, tended to believe that excessive use of television by a pre-school-age child would adversely influence the child.

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ACCESS AS AN UNWORKABLE THEORY

Gilda C. Fehr, M.A.
California State University-Fullerton, 1975
Adviser: Ted Smythe

Within historical and legal framework, the thesis argues against new interpretation of the First Amendment guaranteeing a public forum for representative viewpoints.

Increased access to print media, the eight-year-old theory of Lawyer Jerome Barron, is examined in context of recent Supreme Court decisions affecting First Amendment doctrine. The basic controversy affects newspapers, but broadcasting precedent is included.

Viewed as a turning point is the landmark Florida right-of-reply case. The study acknowledges that an ambiguous Supreme Court is chipping away at some absolutist arguments, but concludes that access is not contingent on governmental intervention. Missing is public reaction.

That the press is solving its own problems, nullifying Barron's contentions is elaborated in one segment. Proof is also given that increased access would not solve inherent problems of a minority party's presidential campaign. The study concludes that Barron's proposals serve as a catalyst for future First Amendment flexibility.

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SECTION 399 OF THE COMMUNICATIONS ACT OF 1934: A LEGAL AND QUANTITATIVE STUDY OF THE PROHIBITION OF BROADCAST EDITORIALS ON NON-COMMERCIAL EDUCATIONAL BROADCASTING

David C. Feingold, M.A.
Central Missouri State University, 1975
Adviser: David Eshelman

In 1967 the United States Congress amended the Communications Act of 1934 to make room for an expanded system of noncommercial educational radio and television. The additions came under the umbrella of the Public Broadcasting Act, which was designed to guide the development of a programming, production, and distribution service maximally free from government or political interference or control. Public broadcasting was designed to become a vigorous and vital public affairs medium.

Several provisions within the legislation appear to contradict that spirit. One of them is Section 399, which prohibits editorializing by noncommercial educational radio and television stations. A complete and final determination of this law's constitutional validity has not been made by any branch of government. More accurately, little detailed attention has been focused on it anywhere. This study seeks to clarify the purpose and effect of Section 399. The study determines the legislative history, legal dimensions, and constitutional implications of the ban, and also ascertains the feelings of public radio station managers toward this issue.

The legal analysis details the problem in the three levels of law: administrative (FCC), judicial (Supreme Court), and legislative (Congress). All Federal Communications Commission actions bearing on the issue are discussed. They include: embryonic fairness doctrine cases, the Mayflower Decision and reversal, and pronouncements and opinions on Section 399. Appropriate analogous cases reviewed by the Supreme Court are screened, integrated, and evaluated for application to the question of the editorial ban. Finally, a thoroughly detailed exposition of the proceedings in the House and Senate during deliberations on Section 399 are studied for legislative spirit and true intent, and to determine the real meaning of the statute for journalism on public broadcasting.

One hundred and thirty-four National Public Radio affiliated station managers were questioned by mailed survey on their knowledge, attitude, and behavior toward editorializing and concomittant issues. These individuals feel strongly that editorializing has a place in broadcasting: that it provides a service in the public interest; that it does inform; that it does no social or political harm. If anything, they feel that editorializing is, at best, a positive but innocuous force in a community. The liberty to editorialize is heavily defended for commercial stations, and less so for their own. The very broadcaster who must live with it has ambivalent feelings about the prohibition.

Public radio managers generally oppose the ban, but they do so cautiously. They are less guided by the federal statute not to editorialize, than they are by state laws, and by internal or licensee policies. There is a moderate degree of opposition to Section 399, opposition which could take the form of a court challenge. However, the relationship of the public broadcaster to this law reveals little that would anticipate such a confrontation. The virtues or defects of the right to editorialize have never been vigorously pursued, and thus the ban has not yielded to the indignation that would occur if a more "popular" or exercised liberty were eliminated.

The right to editorialize was traded in 1967 to serve the greater good of establishing the system, as well as serving the baser motives of certain congressmen frightened by the journalistic potential of public broadcasting. However, in the face of FCC and Supreme Court law, it is evident that Section 399 is both superfluous and special law which places an extra burden on, and denies equal protection to public broadcasting. Intensive legal analysis leads to the conclusion that any legislative prohibition of editorializing is an unconstitutional abridgement of free speech and press.

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DEVELOPMENT OF AN OBJECTIVE EXAMINATION TO MEASURE MAJOR COPY EDITING SKILLS

Anthony R. Fellow, M.A.
California State University-Fullerton, 1976
Adviser: James Alexander

Increasing concern that journalism graduates possess adequate grammar and writing skills is well documented. Copy editing is one course frequently found in college journalism curriculum which deals with the detection of common writing errors. This study deals with the development of a test to assist instructors and students in noting common errors.

Professional copy editors were surveyed to determine the major writing errors. Eliminating wordiness and errors in spelling, grammar, and word usage proved to be the most common errors. An interlinear examination was developed and administered to these same copy editors. A consensus of errors corrected in the interlinear examination determined the multiple-choice test items.

The 100-item test was administered to 13 beginning news writing students, 83 copy editing students, and 32 professional copy editors. The multiple-choice test was scored against an answer key.

Significant split-half reliability coefficients were obtained from scores of the three groups. Validity coefficients were obtained between multiple-choice test scores and final course grades.

The outcome of this study was the development of a multiple-choice examination to evaluate the effectiveness of college students in detecting major writing errors.

In addition, a number of secondary purposes developed from undertaking the study. They were to determine the correlation between scores professional copy editors received on the examination and their newspapers' circulation figures, salaries, and years of professional experience.

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THE NATURE OF THOMAS SCOTT BUHRMAN EDITORIALS: 1920-1930

Dennis E. Ferrara, M.A.
Central Michigan University, 1975
Adviser: Thomas R. Rood

The problem which arose in the thesis paper was to make an analysis of the known editorials of Thomas Scott Buhrman during a ten-year period, 1920-1930. These editorials appeared on an irregular basis in the American Organist Magazine from January 1920 until December 1930. It was decided by the thesis committee to evaluate major content, argumentation, the use of figurative language and determine possible prejudices and influences in his writings.

It was found that Buhrman had failed to sign each editorial and therefore it was necessary to read each issue of the magazine to find the autographed editorials. The use of libraries such as the Detroit Public Library, Detroit, Michigan, and the Music Library at North Texas State University, Denton, Texas, was found to be extremely helpful in this task. There were 50 signed editorials by Thomas Scott Buhrman in a ten-year period from 1920-1930.

Buhrman used various figurative devices such as overstatement, hyperbole, simile and metaphor to develop his emotional opinions. He used the editorial page as a preaching vehicle to his readers. In conclusion, Buhrman used little evidence to support his ideas; therefore, many of his editorials lack unity in thought and defense. Buhrman was not a great writer; however, he certainly was never neutral on any subject matter and this attitude has made some of his writings picturesque.

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BASEBALL PUBLIC RELATIONS: A CASE STUDY OF THE MILWAUKEE BREWERS (1970-1975)

Robert J. Fetterolf, M.A.

University of Wisconsin, 1975

Adviser: Robert Taylor

This thesis is a case study of the public relations of one major league baseball team, the Milwaukee Brewers, during its first five and one-half years as a major league franchise.

This case is unusual for several reasons. It represents a distinctive situation in which a successful business operation, the former Milwaukee Braves, chose to vacate a city, with total disregard for the consequences which the move would have on that city's citizens. Also, it is unique in the fact that several of the city's opinion leaders and prominent businessmen were successful in securing another team in the short span of only four years.

The author addresses the role that public relations plays in major league baseball and, more specifically, the role public relations played in the Milwaukee Brewers' overcoming the resentment of former Braves' fans in providing for the normative expectations of Milwaukee's citizens.

Organized in six chapters, one chapter of the thesis traces Milwaukee's first major league experience as an historical frame of reference for the remainder of the study. Another chapter presents an account of the public relations practices of the Milwaukee Brewers during the period 1970-1975, based on information provided by Brewers' public relations directors and other club executives.

There is also a comparison of the in-house evaluation of Brewers' PR practices with evaluations provided by members of the working press. These data were compiled from interviews with persons based in Milwaukee and from a mail survey of sportswriters and radio broadcasters who accompany other American League teams to the city.

Additionally, the thesis presents a discussion of public relations as currently practiced throughout major league baseball, with data obtained from a survey of major league public relations practitioners. The final chapter presents a summary of the findings and concludes that Brewers' public relations practices generally are in keeping with those of other major league baseball clubs, although the practice within baseball is less effective than throughout the rest of the corporate world.

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CONTENT ANALYSIS OF FOUR COLUMBIAN AGRICULTURAL RADIO PROGRAMS

Luis Humberto Fierro, M.S.

University of Wisconsin, 1975

Adviser: Lloyd Bostian

Radio has great potential for furthering rural development work in Latin America. In

Columbia, 276 radio stations (1972) serve a population of almost 3,000,000, with 98% of families reached.

To evaluate the potential utility of radio for agricultural development in Columbia, Fierro had four objectives. Foremost was to measure time spent in various content categories. Another objective was to compare programs of public stations with those of private stations. Additionally, Fierro analyzed time related to plans of the Columbian Ministry of Agriculture, and time devoted to listener participation and feedback.

Fierro randomly selected four programs from Bogota stations: Caracol en la Tierra and La Hacienda (private); and, Progreso Campesino and La Tecnica al Servicio del Campo (public). He measured content of all broadcasts from July to December 1972, with each second of time as the unit of analysis. Programs were divided into these content categories: agriculture, livestock, agricultural economics, agrarian reform, agricultural engineering, welfare, advertising, music, religion, and miscellaneous.

Results are presented for each station and also for all four programs combined. Information accounted for 62 percent; music, 27 percent; and advertising, 11 percent of the content. Information content was distributed as follows: miscellaneous, 28 percent; agriculture, 18 percent; livestock, 17 percent; welfare, 12 percent; ag economics, 9 percent; religion, 8 percent; agraian reform, 7 percent; ag engineering, 1 percent.

Content of public and private broadcasts did not differ significantly. Only 3 percent of the content was judged to be related to goals of the Ministry of Agriculture, and 8 percent of program time was devoted to listener feedback and participation.

Fierro makes various recommendations related to making content more useful to listeners (peasants). He recommends increasing program time devoted to listener activities and concerns (social, political, agricultural) and more time for listener participation and feedback. He recommends more regional broadcasting versus national.

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MEDIA USE BY FEMALE CABLE TELEVISION SUBSCRIBERS AND NON-SUBSCRIBERS IN MONONA, WISCONSIN

Jeanne M. Fisher, M.A.
University of Wisconsin, 1975
Adviser: Steven H. Chaffee

This study investigates differences in media use between cable television subscribers and non-subscribers. The data were provided by personal interviews conducted with 200 randomly selected women in a city where cable television had been available for over two years. Types of media covered in the survey are television, radio, movies, newspapers, magazines and books.

In general, cable television subscribers as a group seem to prefer the same kinds of media content as non-subscribers, although their amounts of media use differ Cable subscribers are found to be heavier users of television and newspapers, and possibly radio and movies. Non-subscribers seem to show comparatively more use of magazines and books, although more data would be needed to demonstrate this conclusively.

As far as media credibility is concerned, the cable subscribers rate television as a more believable medium than non-subscribers do.

Within the cable subscriber group, a distinction emerges between those who watch the locally originated cable television programs and those who do not. The local program viewers are more active in outside activities and consider themselves better informed than the non-viewers.

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A Q-STUDY OF READER ATTITUDES TOWARD CONSERVATION AND CONTENT FOR MISSOURI CONSERVATIONIST READERS

Gary D. Fitzgerald, M.A.
University of Missouri, 1976
Adviser: Keith P. Sanders

The research was conducted from June to mid-September of 1975. The Q-sort included a total of forty-seven persons; forty-one sorts were acceptable for interpretation. Five conservation attitude types were found in this study of the Conservationist readership.

Those factor types were represented by a diverse goal oriented group and some special interests. The "Goal Oriented Conservationists" (I) held a protectionist attitude that they had an obligation to build more wildlife and recreation areas. The "Recalcitrant Farmers" (II) fitted the rugged but beneficient image of a farmer, or landowner, who most strongly believed in the rights of the property owner. The "Rational Conservationists" (III) were persons (here sportsmen) who saw "self-reliance" in nature and tended to take its bounty for granted. The "Environmentalists" (IV) had a cosmopolitan orientation on conservation issues, but they may overlook local ones.

The "Professional Conservationists" (Conservation Department personnel--V) believed in building for the next generation; they thought that everyone has a responsibility to contribute to conservation efforts. Only the professionals strongly thought industry was a major conservation problem; other factor types thought that the public, or segments within it, were to blame for conservation, or land use, problems.

Attitudes toward the magazine's content --determined along Q-technique lines--produced three factors; most persons were on one of two factors. The "Open Outsdoorsperson" (MQ-I) was looking for the editorial theme of everybody pulling together for conservation. The "Conservative Sportsman" was interested in the success of the sportsman but not necessarily in a descriptive Outdoor Life style. Both wanted simple but sophisticated information about sporting events, or nature, and about how to avoid the crowd.

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THE SENIOR PRESS: A STUDY OF OLD-AGE CONSCIOUS MASS COMMUNICATION

Barbara Rogge Flint, M.A.
University of Washington, 1975
Adviser: William E. Ames

The study focuses on the emergence, growth and recent developments of those newspapers and periodicals which are designed for the older adult and his interests.

Collectively termed the "senior press," the research traces the origin to the Townsend National Weekly, founded by Dr. Francis E. Townsend in the early 1930s. The Weekly, a propaganda tool of the ill-fated Townsend pension plan, experienced a remarkable 30-year longevity, but by the late 1950s was supplanted by other periodicals having greater circulation and influence.

Today the senior press encompasses some 11.5 million elderly, who are offered a number of diverse publications. The majority of the latter are sponsored by large senior advocacy groups, such as the National Council of Senior Citizens and the American Association of Retired Persons (AARP).

A content study of the AARP News Bulletin reveals that from 1960 to 1973, subject topics reflected goals parallel to the general old-age reform movement. News centered about health care, retirement economics, lack of employment, the role of the aged in society, and improved transportation and education for the elderly.

In conclusion, four characteristics of age conscious, mass communications are suggested. First, the underlying premise for the majority of such communication is the existence of specialized information needs on the part of the elderly. Second, age conscious publications provide a sense of relativeness, achieved by an age cohort perspective. Third, the senior press furnishes the elderly with a critical link to his peer group. Fourth, these media offer a form of socialization for older people.

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ATTITUDES AND INFORMATION SOURCES OF CERTAIN WISCONSIN WATERFOWL HUNTERS TOWARD WATERFOWL LEAD POISONING AND THE USE OF NON-TOXIC SHOT

Donald W. Floyd, M.S.
University of Wisconsin, 1976
Adviser: Eugene Kroupa

The thesis examines information sources and attitudes of certain Wisconsin hunters about waterfowl lead poisoning and the use of iron (soft steel) shot as a non-toxic replacement for lead shot.

Survey questionnaires were mailed to 340 Wisconsin waterfowl hunters. Eighty-four percent of the questionnaires were returned. One-half of the sample had purchased iron shot from the Wisconsin Department of Natural Resources. The other half was composed of Horicon Zone goose permit holders that had used lead shot. Comparisons of attitudes, knowledge and information seeking activities were made between the two groups.

Iron shot users were more likely to be better educated, members of conservation organizations, and more accurate on knowledge questions than lead shot users. Fifty-three percent of the iron shot users said they would use iron shot for a second season.

Both groups rated mass media, resource management agencies, and personal contacts in about the same order of importance as sources of information about lead poisoning and non-toxic shot. Iron shot users were much more likely to seek information from several sources.

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EL DIA EDITORIALS AND SOCIAL REFORM

Rebecca A. Ford, M.A.
University of Florida, 1975
Adviser: Robert N. Pierce

In 1903 Jose Batlle y Ordonez was in the unique position of being both a journalist and president of Uruguay. He was also a dynamic leader who authored, either directly or indirectly, an ambitious program of social and instititional reform. Modern historians have assumed that Batlle used *El Dia*, the daily newspaper he founded in 1886, as a weapon in his fight for passage of the reform programs.

The purpose of this study was to determine whether *El Dia* was in fact used as the vehicle for a pro-reform persuasion campaign. Editorials on a selected topic from the years of Batlle's presidencies were analyzed for persuasion strategy content. It was found that a majority of the editorials contained such strategies, that the strategies and themes expressing them were repeated throughout the two four-year periods, and that the timing of the editorials corresponded in most cases with actions in the Uruguayan legislature relevant to the reform issue.

It is concluded that the existence of these elements is sufficient to support the assumption that a pro-reform persuasion campaign did exist in the pages of *El Dia*.

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TOWARD AN UNDERSTANDING OF THE RELATIONSHIP BETWEEN PERCEIVED MALE-FEMALE POWER RELATIONSHIPS AND MEDIA CONSUMPTION BEHAVIOR

Suzanne Kuulei Fox, M.A.
University of Pennsylvania, 1975
Adviser: Larry Gross

This study investigated the nature of the relationship between a person's television viewing and other media consumption behavior and his or her perceptions of relative power relationships between men and women.

A projective technique was utilized; publicity photographs for films, depicting a man and woman in an ambiguous dramatic interaction, were shown to respondents under group self-administration conditions and their responses were analyzed in terms of underlying power relationships.

Two groups of girls from the same high school were shown slides of these photographs and asked to respond to questionnaires focused either on the picture as a whole or on the individual characters portrayed. The first group wrote very short stories about what was happening in the picture and their responses were coded to characterize the relationship between the man and woman in the picture, the nature of their interaction, and its projected outcome. The second group scored each character on several bipolar adjective scales of personal attributes related to interpersonal power. Demographic characteristics and media consumption behavior data were collected for the sample.

In general, responses to the pictures when analyzed in terms of the underlying power relationships in the stories written by respondents support the proposition that television viewing cultivates stereotypes of relative power between men and women. Response categories which were most consonant with television portrayals of situations like those in the pictures were utilized more frequently by high viewers of television than by low viewers. Analysis of character scores on bipolar adjective scales showed no clear differences between responses of low and high television viewers.

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PUBLIC TELEVISION AND THE PUBLIC

Edward Charles Frank, M.A.
University of Pennsylvania, 1975
Adviser: Robert Lewis Shayon

Previous research on public television suggests that its appeal is greatest among people with high education and socio-economic status. The present study focused on the public station in Philadelphia, examining the breadth of its audience and its image in the community.

Several aspects of the public's perception of the station were explored, including awareness of the station and its offerings. An experimental technique was used to detect discrimination against programs associated with public television.

A random-digit telephone survey conducted among residents of Philadelphia and its suburbs revealed that the public station has a broad audience which cuts across most demographic variables. Education and income were not strong predictors of public television viewing.

Awareness of the public station was much lower than awareness of commercial stations in the area. Many respondents failed to include the public station in a list of television channels received. Awareness of programs on the station was extremely limited, and nearly half of the programs mentioned were for children.

A great majority of respondents indicated that they continue to think in terms of educational broadcasting rather than public broadcasting. Regular viewers of the station were more likely than non-viewers to have accepted the new concept.

Programs described to respondents were considered less interesting when associated with the public station rather than a commercial station. Increased viewing of the station was associated with a decrease in this discrimination against its programs.

Two stereotypes of the typical public television viewer were uncovered. Many respondents stated that the public station particularly appeals to the well-educated, to intellectuals, to people interested in education. Other respondents cited children as the primary audience for the public station.

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AN HISTORICAL AND CONTEXTUAL ANALYSIS OF THE "WHY WE FIGHT" SERIES

Jeffrey Freedman, M.A.
University of Missouri, 1975
Adviser: Paul Fisher

The purpose of this thesis is to place the "Why We Fight" documentary film series in its historical context. In so doing it was found necessary to discuss cinematic principles and theory as well as present a brief and general outline of the documentary film tradition. Also indispensable was a knowledge of the man most responsible for the "Why We Fight" series' creation: Frank Capra.

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THE ROLE AND PROBLEMS OF THE COUNTRY WEEKLY MAN-AND-WIFE NEWSPAPER PUBLISHERS WITH AN EMPHASIS ON BOB AND ZANER ROBISON

David Nelson Fry, M.S.
East Texas State University, 1976
Adviser: W. J. Bell

Purpose of this study has been to explore the role of Bob and Zaner Robison as examples of a phenomenon--the disappearing man-wife team publishers. Bob and Zaner Robison, team publishers have been analyzed as to their style, influence, philosophy, and approach to the weekly news scene, plus the financial and administrative responsibilities and how these problems have caused a decrease in team publishers.

Procedures utilized in the study of the man-wife country weekly newspaper publishers included examining all available information on the Robisons and their newspapers and information available on other husband-wife team publishers in Texas.

The basic material for the study included a study of The Royse City American (Royse City, Texas) from 1942-1973, and The Tawakoni

News (Quinlan, Texas) from 1962-1973.

Bob and Zaner Robison were not typical country weekly publishers; and this study has demonstrated that they received recognition by bringing local, regional, and state news to readers in an informative and entertaining manner.

The study also revealed how much work it took for a newspaper team to get out a profitable and informative newspaper.

The decline in newspaper husband-wife teams can be explained by: 1) the wide diversity of talents and training or experience required to be a publisher today; 2) the man-wife newspaper publishers matching up; 3) the large capital investment; and 4) conglomerates buying weekly newspapers.

A wide range of philosophies and policies surround the man-wife publishing teams. Through all the changes, the country weekly newspaper survives today.

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THE FEDERAL EXECUTIVE, THE NEWS MEDIA AND THE PEOPLE'S RIGHT TO KNOW: A MAIL OPINION SURVEY

James Cosby Fry, M.S.
University of Tennessee, 1975
Adviser: Jack B. Haskins

This research was an examination of the presumed adversary relationship between the federal government and the news media through the eyes of those most closely associated with the making, gathering, and dispensing of news of government activities: Washington journalists, federal government officials, and federal government information officers.

Its purpose was to identify, describe, and compare differences in the collective opinions of the three groups on a series of potentially controversial topics related to the news dispensing activities of the government and the news media. The objective was to use these differences of opinion as the basis for the development of suggestions or recommendations that could improve the federal government-news media relationship and thus improve the flow of public affairs information to the public.

Opinions were solicited during the summer of 1974 by means of a mail opinion survey. Samples of 80 persons each were drawn from populations of journalists, government officials, and government information officers in Washington, D. C. Of the 240 questionnaires sent to the three samples, 111 usable questionnaires were completed and returned, a response rate of 46.3 percent.

It was found that significant differences of opinion do, in fact, exist among journalists, government officials and government information officers. On virtually all issues the news media are on one side and government officials and government information officers are on the other.

News media and government criticism of each other has apparently reached a point of bitterness and hostility that exceeds the limits of a healthy adversary relationship. Both the news media and the government are hypersensitive to criticism by the other. Neither is receptive to such criticism.

Both the government and the news media view their own news policies and practices as best serving the public interest; but there is no evidence that either has attempted to discover the public's perception of the role that each should play in the information dispensing process.

There is a serious lack of mutual understanding by both the news media and the government as to the specific types of information that should be protected from public disclosure at any given time. There appear to be no efforts underway to bring about such an understanding.

The information office has gained a modicum of acceptance in recent years and there are indications that information offices will play an increasingly important role in the information dispensing function in the future.

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THE PREDICTION OF COMMERCIAL TELEVISION NETWORK PROGRAM PREFERENCES BY SOCIAL CLASS

John Willis Fuller, M.A.
University of Florida, 1975
Adviser: Ronald D. Whittaker

A method was tested for predicting the probable success or failure of commercial television network programs among persons of different social class. The method sought to identify social class program preferences by identifying preferred elements of content rather than preferences program types.

In an area probability sample of 131 Gainesville, Florida, adults taken during November, 1971, student interviewers provided respondents with a list of 53 commercial network programs. From this list respondents were asked to select up to 5 programs that they "liked very much and rarely missed seeing." Next, respondents were given a list of 50 adjectives representing program content elements and asked to describe each of their favorite programs by choosing any number of appropriate adjectives from the list.

Responses were sorted by respondent social class as defined by Hollingshead's Two-Factor Index of Social Position (ISP). Interpretation of the adjective data suggested that upper class viewers preferred thoughtful, substantive programs. Lower class viewers liked highly-engaging content that provided escapism and immediate gratification. They also indicated more favorites on the average than upper class respondents.

However, because the resulting sample size was insufficient, large sampling error prevented firm conclusions from being drawn. Consequently, the usefulness of the adjective check list and social class in combination as a method for predicting program success was not established.

A suggestion was made for a future study that would expand the adjective check list to include production elements as well as content elements. The preferences for those elements would then be sorted according to respondent spending patterns, thereby directly correlating product and program preferences and eliminating the need for such proxy variables as social class.

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BIRTH AND REBIRTH: THE STORY OF TEXAS ARCHITECTURE

Larry Paul Fuller, M.A.
University of Texas, 1975
Adviser: C. Richard King

This study documents the process by which a professional association publication was transformed graphically and editorially into an effective public relations medium. A brief history of the magazine--Texas Architect--serves as background. A current evaluation in the form of a reader survey substantiates the magazine's claim of success.

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DIFFERENTIAL PERCEPTION OF SOURCE (MESSAGE) CREDIBILITY AMONG DIFFERENT LEVELS OF COMPARISON IN ADVERTISING

Rita Y. M. Fung, M.S.
Southern Illinois University, 1975
Adviser: Dennis T. Lowry

This experiment was designed to investigate the effects of different levels of comparison in advertising and of the presence of supportive information (testimonials) in advertising upon perceived source and message credibility and product desirability.

Sixty-eight subjects were randomly assigned into three treatment conditions: direct comparative ads group, indirect comparative ads group, and non-comparative ads group. Each subject was exposed to eight ads of varying product classes and brands, four of which have supportive information and four do not.

Data were obtained on subjects' demographics, information-seeking behavior, usage level for test products and brands, initial preference for all test brands, and credibility and product desirability ratings on the ads. Credibility (expertise-trustworthiness and fairness) and product desirability were gauged on seven-step semantic differential scales, the validity of which was established through factor analysis in a pilot study.

It was hypothesized that in general, non-comparative ads will receive higher credibility and product desirability ratings than comparative ads. It was also postulated that ads with supportive information will receive higher credibility and product desirability ratings than ads without such information.

Analyses of variance were used to test the hypotheses at an alpha of .05. Significant results indicated that ads with supportive information were rated as more credible than ads without such information.

Supportive information also seemed to affect subjects positively in product desirability, although results obtained were not significant. Other significant differences among treatments were sporadic and not always in the hypothesized direction. Hence, it cannot be said by this study that different levels of comparison in advertising differentially affect subjects' perceptions of ad (source and message) credibility and product desirability.

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DIMENSIONS OF POLITICAL PARTICIPATION: A PATH-ANALYTIC MODEL WITH MASS MEDIA AS INTERVENING VARIABLES

Vijaya K. Ganju, M.A.
University of Texas, 1976
Adviser: Ernest A. Sharpe

Using data of the 1972 American National Election Study conducted by the Inter-University Consortium for Political Research, this study first established the structure of political participation by means of factor analysis. The five dimensions of political participation were: Presidential Voting, Local Voting, Partisan, Feedback, and Spectator.

Based on prior research, the path-analytic model assumed in this study is that social conditions help determine attitudes that subsequently affect the forms of political participation. While social conditions help determine differential use of the media, the different media are assumed to have varying influence on the different attitudes. In the second part of the thesis, this basic model was tested for each of the behavioral dimensions of political participation.

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THE EFFECTS OF A HIGHLY COMPETITIVE APPROACH UPON BRAND PURCHASE INTENTION AND THEME RECALL IN RADIO ADVERTISING

Susanna Reba Garcia, M.A.
Texas Tech University, 1975
Adviser: Alexis S. Tan

One-sided arguments have been the traditional means of advertising products, with only the positive side of the argument presented. Recent research has indicated that a two-sided argument can be very effective under certain conditions. The purpose of this thesis is to determine the effects of a highly competitive approach upon brand purchase intention and theme recall in radio advertising.

The research design of the laboratory study in this thesis consisted of one control group of 30 undergraduate students enrolled in a freshman level English course at Texas Tech University and an experimental group also consisting of 30 undergraduate students enrolled in a freshman level English course at Texas Tech. Dependent variables used in the study were unaided recall, aided recall, theme recall, and brand purchase intention. The independent variables were message structure, the highly competitive approach, and the noncompetitive approach.

Each group was exposed to comparable radio commercials inserted within a twenty-two minute taped radio program. The experimental group received competitive commercials about the test products while the control group was exposed to noncompetitive commercials.

An analysis of variance revealed that the competitive approach did not significantly increase unaided recall for the experimental group. Subjects in the competitive group scored significantly lower than subjects in the noncompetitive group. Hence, for theme recall, subjects recalled more copy points in the noncompetitive group.

It can be concluded from this study that a competitive approach is not warranted for radio advertising because brand recall and purchase intention were not improved, while theme recall was less than in noncompetitive advertisements.

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SUPPRESSION OF MOTION PICTURES IN KANSAS, 1952 TO 1975

Thomas Michael Gaume, M.S.
University of Kansas, 1976
Adviser: Del Brinkman

In 1952, the United States Supreme Court in Burstyn v. Wilson declared that motion pictures were subject to First Amendment protection. In so doing, the Court reversed its 37-year-old stand that motion pictures were not to be regarded as part of the press or organs of public opinion. Since Burstyn, the Court has rendered decisions that limited suppression of motion pictures to hardcore pornography.

In Kansas, the Board of Review, the state censorship board established in 1917, began to wane when its authority was challenged in court over movies like The Moon Is Blue, Lady Chatterley's Lover, and Two Women. In 1966, the Kansas Supreme Court declared the censorship law unconstitutional.

Left without censorship, the state relied on prosecutors to enforce obscenity and common nuisance laws to suppress objectionable motion pictures. The prosecutors have been successful despite court challenges over movies like I Am Curious (Yellow) and Deep Throat.

Two points of emphasis in this thesis were whether censors, judges, and prosecutors, during a period of declining legal authority for motion picture suppression, adequately abided by Court decisions, and whether Kansans have been limited to innocuous motion pictures because exhibitors have feared suppression of motion pictures that were on the borderline between protected and unprotected speech.

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KBMA-TV: A CASE STUDY OF AN ECONOMICALLY SUCCESSFUL INDEPENDENT UHF TELEVISION OUTLET

Robert C. Gerig, M.A.

Central Missouri State University, 1976

Adviser: F. Gordon Berry

KBMA-TV, an independent UHF television station in Kansas City, Missouri, showed a profit in 1973, three years after beginning operations. It was one of the few independent UHF stations in the United States to show a profit that soon after going on the air and one of the few independent UHF stations in the United States to show a profit in 1973.

Several areas contributed to establishing KBMA-TV as an economically successful independent UHF television station. When KBMA-TV went on the air September 28, 1970, it was the first commercial television station to have been designed around automation. Channel 41's automation consisted of two computers: 1) an IBM 360 computer which produces the actual program log and print out cards; and 2) a General Electric Pac 30 computer which uses the print out cards to actually execute the programming functions. This automation enabled the station to employ one or two less persons in the engineering department. But several years after the inauguration of the station, the computers started to become a hinderance for the sales department.

Instead of investing hundreds of thousands of dollars in new buildings, the station management decided to rent office space and buy a remote van. The remote van filled a void in the Kansas City production market for on-the-location production of programs and commercials. The van was available for sports coverage to other stations and the networks. It was also a movable billboard advertising the station.

Programming of the station was another area which has contributed to the success of KBMA-TV. From the very beginning, the station was counter programmed to the three commercial networks. When the networks would show prime time movies, channel 41 scheduled syndicated reruns. During the hours the networks were televising soap operas and game shows, KBMA-TV would program movies. In other words, the station provided alternative programming that viewers would not normally be able to receive on the other channels. This station policy has attracted viewers to the station who have no interest in the programs on the other stations.

The master mind behind these policy decisions is the Vice President and General Manager of KBMA-TV, Robert J. Wormington. Wormington is a veteran of over 20 years of commercial television experience in the Kansas City area. He single-handedly has chosen a staff and decided priorities which have guided KBMA-TV into becoming an economically successful independent UHF television station.

The information gained from this case study may be helpful to other independent stations and the industry as a whole. The principles demonstrated in this study can be applied to other situations and locations.

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SOME REFLECTIONS OF PRESIDENTIAL POPULARITY CHANGES IN THE PRESS CONFERENCES OF UNITED STATES PRESIDENTS KENNEDY, JOHNSON AND NIXON

Constance Evans Giovanini, M.A.
University of Florida, 1976
Adviser: M. N. Edwardson

The press conferences of Presidents John F. Kennedy, Lyndon B. Johnson, and Richard M. Nixon held during the first and last nine months of their terms were analyzed for length of answers and number of references to the press per answer.

According to the Presidential Popularity Index of the Gallup Public Opinion Polls, the last nine months of all three Presidents was a period of lower popularity than was the first nine months. The data were compared to determine if a correlation existed between lowered popularity and longer answers and more references to the press per answer.

There appeared to be a non-significant trend toward longer answers from Kennedy and Johnson during the last nine months; there was no significant change in the number of references to the press. There were however, significant differences between length of answers and references to the press among the three Presidents. Nixon gave significantly longer answers than did Kennedy in both periods.

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CONTENT PATTERNS OF EDITORIALS IN SELECTED INDIANA COLLEGE NEWSPAPERS

Sherrie Good, M.A.
Ball State University, 1976
Adviser: Mark Popovich

This thesis involved an analysis of editorials in selected Indiana college newspapers. This analysis attempted to find out what college editors were saying. A major concern of this study was to determine whether college editors were commenting primarily on campus topics or whether they were writing mostly about off-campus subjects.

There are approximately forty-two college newspapers in Indiana. The numbers vary with economic conditions and other factors unique to a particular college. Newspapers were categorized according to frequency of distribution--newspapers published more than once a week, weekly, and less than once a week. Then they were rank ordered by enrollment figures within each distribution group.

Four schools, representing various enrollment figures and geographic locations, were chosen from each of the three frequency categories. Four issues representing a two-month period were obtained from each of the twelve schools. These forty-eight issues yielded a total of fifty-five editorials to be surveyed.

Editorials were classified according to geographic emphasis and subject category. Demographic factors such as frequency of distribution, financial support of newspaper, campus enrollment, financial support of college, and editorial percentage of newshole were also included in this analysis.

The findings of this study indicate college editors published most of their editorials about campus affairs. Of the fifty-five editorials surveyed, comment about the administration accounted for the largest percentage of editorial content, although the largest number of editorials were written about campus life.

Newspapers published less than once a week devoted all of their editorial space to campus topics. However, college weeklies published more column inches about campus topics and used a bigger portion of their newshole for editorials than the other two newspaper groups.

Private school newspapers reserved all their editorial comment for campus affairs while public school newspapers reserved some editorial comment for non-campus topics.

Newspapers supported primarily by subsidy devoted the greatest percentage of editorials to campus life. Newspapers supported primarily by subscription devoted the largest percentage of their editorial content to the administration. Newspapers supported primarily by advertising devoted the largest percentage of their editorial content to non-campus news while newspapers supported by a variety of methods devoted the largest percentage of their editorial content to campus life.

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A QUANTIFICATION OF HOSPITAL/NEWS MEDIA RELATIONS IN AUSTIN, TEXAS

Paul Wayne Gosnell, M.A.
University of Texas, 1975
Adviser: Alan Scott

Through a series of questionnaires directed to hospital administrators, hospital public relations directors, hospital medical staff presidents and news media editors and news directors this study quantified problem areas in the relations between hospitals and news media organizations in Austin, Texas.

Major findings included differing perceptions of the patient's right to privacy versus the public's right to know, a lack of mutual understanding, a lack of mutual trust and a lack of general consistency in policies and relations. Substantial enthusiasm was expressed for a workshop to develop a guiding code of cooperation for the Austin area.

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THE MASS MEDIA, THE ELDERLY AND THEIR SERVICES: A Q-METHODOLOGICAL APPROACH

Michael J. Gottesman, M.A.
California State University-Fresno, 1976
Adviser: W. J. Ingerthron

Using abductive logic and Q-methodology, this study attempted to provide a posteriori evidence as to the relative influence of news gatekeepers, audience opinion leaders and cultural norms on selected aspects of the mass communications process. The elderly and their services provided a testing arena in terms of these objectives.

Depth interviewing, panel discussions and selected relevant literature provided a Q-sample of 63 subjective statements on the needs of the elderly and the nature of their services. These statements were Q-sorted by a P-sample representing the elderly and different levels of the social service hierarchy. The sorting was via two instructional conditions: as to whether respondents agreed or disagreed with them generally; then as to how they rated their overall newsworthiness. Results were submitted to Q-factor analytical and hand-rotation procedures.

Eight interpretable factors emerged--four for each instructional condition. Analysis of the factor arrays across and within conditions provided evidence of the significance of existence of socialization, dogmatism, egoism, and alienation within the mass communications process. Such concepts are discussed relative to their dynamic applications within the mass communications process in general and as to their practical effects concerning the elderly, the media and the social services.

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A SERIES OF NEWSPAPER ARTICLES ON HISTORIC PRESERVATION IN NORTH CAROLINA

Ann Lee Greer, M.A.
University of North Carolina, 1975
Adviser: Thomas A. Bowers

The thesis contains five articles and a methodology section. The background article discusses the increased interest in preservation in the state and nation, innovative types of preservation and new law affecting preservation. It is followed by four stories on individual North Carolina preservation efforts which illustrate different benefits of the preservation process, such as authentic history, community pride and novel use. The series emphasizes these aspects of historic preservation in an attempt to bring professionals and the public together in their appreciation of the past.

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THE INTERNATIONAL NEWS AGENDAS OF TWO RALEIGH NEWSPAPERS

Gail Gregg, M.A.
University of North Carolina, 1975
Adviser: Richard R. Cole

The front-page international news agendas from May 1970 to April 1975 of two Raleigh newspapers, the Raleigh Times and the News and Observer, were examined and compared through content analysis and staff interviews.

The state-circulated News and Observer

(circulation 133,222) was found to run more international news (28 percent of front-page stories) than the locally oriented Times (circulation 33,460), where international news totaled 18.3 percent of front-page news stories. The Times gave more play to international news, in terms of length of stories, width of headlines, use of photographs in conjunction with international stories, and international stories given lead-story status.

Both papers used wire services (AP, UPI, New York Times, Washington Post/Los Angeles Times and Gallup) to obtain international news, the News and Observer preferring the AP, while the Times used UPI to a greater extent. Breaking, spot news about world trouble spots, such as the Middle East or Vietnam, predominated in the two papers.

The staff members of both newspapers responsible for front-page international news placement had varied and strong views about their papers' policies and practices in running international news. No conscious effort was observed by which staff members examined current international issues, events or personalities to formulate a balanced international news agenda.

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EVALUATION OF COMMUNICATIONS CURRICULUM BY GRADUATES: CALIFORNIA STATE UNIVERSITY, FULLERTON, 1969-1971

Margaret Hall, M.A.

California State University-Fullerton, 1975

Adviser: James Alexander

The study was designed to survey California State University, Fullerton, communications graduates from January, 1969, through June, 1971, as to the relevance of their communications courses to their current job needs.

A four-page questionnaire was mailed to all graduates of these years for whom an address could be obtained. A thirty-one percent response was received from the total of 384 questionnaires mailed, or a forty-one percent response in terms of those delivered by the post office (ninety-five of the addresses proved obsolete).

Four hypotheses formed the basis for the study: 1) communications alumni would rate highly those courses and/or content that related closely to their present job needs; 2) the alumni would suggest areas for strengthening or expanding in the communications curriculum which related to their current job needs; 3) writing skills would rank highest in regard to communication job needs; 4) production courses would be rated above theory courses relative to present job needs.

The hypotheses were generally supported by the findings.

The communications courses rated most highly in terms of job usefulness corresponded to the writing and other communications tasks cited most frequently by alumni as required by their work. Communications Writing, the introductory news writing and reporting class, rated highest in meeting career needs. Correspondingly, alumni cited numerous assorted photography, newspaper production, and other production courses ranked next in job usefulness, supported by citations of such tasks performed regularly.

Recommendations by alumni for improvement in the communications curriculum were almost universally job-oriented. These included lengthening the internship program, more career advisement, particularly in terms of smaller media and other beginning jobs, increased stress on producing quality writing and on practical application rather than on theory, and looking to business for direction in curriculum planning.

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A STUDY OF MINORITY INVOLVEMENT IN TEXAS HIGH SCHOOL JOURNALISM PROGRAMS

Gary Lee Harlow, M.S.

East Texas State University, 1975

Adviser: W. J. Bell

The purpose of this study was to show to what extent ethnic minority groups were involved in their school's journalism programs in Texas.

A questionnaire was sent to one hundred selected high school journalism advisers and teachers in Texas. The schools were selected according to size of enrollment and geographics, keeping in mind that a cross section was needed. The questionnaire was concerned with school characteristics, minority involvement, and to what extent this involvement was achieved. The questionnaire was also concerned with obstacles faced by minorities and suggestions for encouragement for more participation from all minority groups in journalism.

Minorities in Texas high school journalism programs are involved in their school's journalism programs and classes. Journalism advisers in Texas are encouraging, not discouraging, minority participation in their programs and classes. Minorities in Texas have faced some problems in achieving their goals in journalism, but these problems were not a result of ethnic makeup but were due to other barriers, such as language and a lack of interest for journalism.

Minorities play an active role in Texas high school journalism classes and programs. Through attractive journalism programs, minorities are joining staffs and are not recruited. Journalism in Texas on the high school level is in a healthy condition for all students if the interest and desire to learn journalism are there.

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DEVELOPMENT OF TWO- AND FOUR-YEAR COMMUNITY JOURNALISM PROGRAMS AND A JOURNALISM TEACHER EDUCATION PROGRAM FOR MAYVILLE (NORTH DAKOTA) STATE COLLEGE

James Albert Hastings, M.A.
University of Wyoming, 1975
Adviser: David C. Henley

A survey of weekly newspaper editors and publishers in North Dakota, a review of 65 United States college and university journalism programs, and personal interviews with college administrators and journalism faculty members were utilized in drawing up community journalism and journalism teacher education programs for Mayville State College.

Recommendations included:

1) a 100-quarter-hour, two-year degree in community journalism requiring 34 hours (9 courses) in journalism plus a one-quarter (16-hour) internship;

2) a 192-quarter-hour, four-year degree in community journalism requiring 34-38 hours (9-10 courses) in journalism plus a one-quarter (16-hour) internship;

3) a 194-quarter-hour, four-year minor in journalism teacher education requiring 37 hours (10 courses) in journalism; and

4) a 194-quarter-hour, four-year major in journalism teacher education requiring 63 hours (10 courses plus electives) in journalism.

Since few weekly newspapers employ specialists, the proposed degrees in community journalism will offer a broad journalism education. Students will be required to take course work in reporting and newswriting, photography, photojournalism, printing and typography, layout and design, advertising and salesmanship, community newspaper and a seminar class in which responsibilities and trends in weekly journalism will be discussed.

In order to satisfy many employers' requirements of previous experience, students will be required to work with the student newspaper and yearbook and complete the one-quarter internship scheduled for the final term.

Though weekly newspapers are plentiful in the United States, it was found during this investigation that only a handful of journalism programs exist specifically for the purpose of providing such training.

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THE NORTHERN METHODIST PRESS AND SLAVERY, 1844-1861

Jeffrey R. Hawkins, M.A.
University of Missouri, 1976
Adviser: William H. Taft

This thesis examines attitudes toward the South and slavery in the Northern Methodist press in the period 1844-1861. It centers on the print response in four selected Methodist newspaper/journals: The Christian Advocate and Journal (New York), The Methodist Quarterly Review (New York), Zion's Herald (Boston), and The Western Christian Advocate (Cincinnati).

Major emphasis is on the Northern Methodist press' reaction to the Methodist schism of 1844 and the development of Methodist attitudes following the schism of 1844. By the late 1850's the thesis suggests a uniform press reaction condemning slavery and increasingly hostile toward the South and Southern Methodism. Discussion ends in 1861 with the beginning of the Civil War.

The thesis is divided into four sections treating each newspaper/journal separately.

Additionally, a brief sketch of early Methodist journals is included from the *Arminian Magazine* (1789-1790) to the *Methodist Review* (1818). The character and content of the early Methodist press is also examined, but not in detail.

The thesis relies heavily on primary sources, but includes a bibliography of selected sources on American Methodism.

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VALLEY NEWS AND GREEN SHEET, 1911-1974

Sheila Marie Hazlett, M.A.
California State University-Northridge, 1975
Adviser: Tom Reilly

The phenomenon of the growth of Southern California's San Fernando Valley has been reflected for sixty-four years in the area's largest local newspaper, the *Valley News and Green Sheet*.

The *News* is circulated in an area of over 320 square miles, to more than 280,000 households, going from a weekly in 1911, to its present four-times-a-week publication schedule.

This thesis includes a brief history of the San Fernando Valley, along with a history of the paper, to illustrate how the two grew together, each contributing to the development of the other. Interviews with individuals involved in the paper's history and present status revealed that they believe the paper's emphasis on local news is one principal factor in its success. Another factor is the large volume of classified advertising, the second largest west of the Mississippi, and fifth largest in the United States.

A tabulation of the number of local versus outside-the-Valley stories showed that the paper has devoted most of its space (76 percent) to local news over the past sixty-four years, allowing it to maintain a hometown flavor.

This thesis, on the basis of the evidence gathered, concludes that the *News* contributed substantially to the growth of the San Fernando Valley, and has retained a prominent position in that community by offering a mirror on the lifestyle and values of Valley residents, while offering them, at the same time, a marketplace for their goods and services.

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THE NATURE OF CABLE TV LOCAL-ORIGINATION PROGRAM VIEWERS IN ONE COMMUNITY

Catherine M. Henry, M.A.
University of Wisconsin, 1976
Adviser: Steven H. Chaffee

This thesis looks at the viewing audience of locally originated cable TV programs in Janesville, Wisconsin. It attempts to identify characteristics that distinguish local program viewers from nonviewers. On the basis of past mass media audience studies and the available data, the following factors are examined: demographic characteristics, social participation, community information, use of TV, other media use, and program preferences. This study also looks at local viewing behavior and reasons for nonviewing.

Data for this study were gathered in conjunction with a federally funded demonstration project involving the use of cable TV in Janesville for mental health education. Findings are based on responses of 127 Janesville cable TV viewers to a questionnaire mailed randomly to 600 Janesville residents as part of the project's evaluation.

Some of the more significant findings of this study show that Janesville local program viewers are older than nonviewers; that they spend more time (than nonviewers) watching TV on weekends, watching educational television, and listening to local radio.

Results also indicate that local viewers are more likely to be in a middle income range and have less than a college education. Local viewers appear to be more active in community-type activities such as social, church, and other organizations and to be better informed about their community than are nonviewers. Results also suggest that when local viewers watch local programs, they do so "occasionally" and "to get information."

While results, on the whole, were not significant, they suggest that certain differing characteristics are identifiable and that local viewers are another segment of the TV viewing audience that warrants further analysis.

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PREFERENCE AND COMPETENCE CHARACTERISTICS IN THE ASSESSMENT OF POPULAR SOUND RECORDINGS

Roberta Lynne Herceg, M.A.
University of Pennsylvania, 1975
Adviser: Larry P. Gross

This study was designed to explore the context in which musical sound recordings are heard and evaluated. Under scrutiny is a new measuring instrument, based on a modification of Lomax's cantometric system, which attempts to elicit listeners' perceptions of popular sound recordings along such dimensions as song typing, basic musical performance qualities and preference choices. An attempt was also made to quantify musical experience and competence and to correlate these measures with verbal and mathematical scores.

Subjects were exposed to hearing two versions of the same song "Ain't That a Shame?", one version performed by Fats Domino and the other by Pat Boone. Approximately half of the test group heard the Domino-Boone order, the other half the Boone-Domino order. The group then rated various aspects of their listening experience in accordance with the directions on a ten page questionnaire.

Some of the major findings include: 1) The measuring instrument is sensitive enough to distinguish between stylistic renditions of versions of the same song. 2) Males and females have different perceptions of the same song. They also exhibit differing tastes in musical listening preferences. 3) The order in which the songs are heard may have some influence on the types of ratings they get on musical performance qualities. 4) Scores based on responses to musical performance evaluations, when matched against a panel of judges, show musical competence to be related to verbal competence while musical training is more strongly associated with mathematical competence, especially among the females.

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THE CAMEROONIAN NEWS MEDIA

Helene Bourdon Higbee, M.A.
University of Montana, 1975
Adviser: Warren J. Brier

This study describes and examines the Cameroonian news media in 1974, a landmark year in the emerging nation of Cameroon and in the development of the country's journalism.

This is the first extensive study of the Cameroonian media. The research comprised interviews with 20 journalists who worked for the independent newspapers or the government media and a study of the six Cameroonian newspapers from April 1974 to December 1974 and the national radio network in April and May 1974.

The nation's press comprises two national newspapers controlled by the government and four independent newspapers, each appealing to a different public. Because Cameroon's official languages are French and English, the media exhibit many characteristics of British and French newspapers.

The media do not make a profit. Moreover, the journalists' job is complicated by the fact Cameroon is a new nation that is developing economically and politically.

The national media are trying to accelerate the development of Cameroon. The editors of the independent newspapers believe the public deserves complete information and news in which they are interested.

In 1974, the media reached about one-sixth of the population, a percentage that should increase rapidly as more Cameroonians become educated and earn regular incomes.

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THE NEW PHOTOJOURNALISM

Paul Hightower, M.A.
University of Iowa, 1975
Adviser: Joseph Ascroft

In an attempt to reconceptualize photojournalism and to determine where it is and where it is going one need not have a knowledge of lens elements, silver halides, or emulsions, but he must have a cultivated awareness of man and his environment. The New Photojournalism is a new way of approaching visual journalistic techniques and their relationship in the history of photojournalism.

Today men talk freely, perhaps more than ever before in man's history. It is a time of accelerated human communication.

And in this time of accelerated expression, photojournalistic communication is commonplace. A president resigns, another is sustained by Congress and we see it all live and in color. We look into the face of war during breakfast and decode from the evening paper messages from news images which are sent via satellite from the opposite side to the earth.

The focus of photojournalism is, as in past years, people. The photojournalist in dealing so closely with people, has developed a rapport with those he photographs through the ages of journalistic history so as to bring a "new humanism" to the medium. This new humanism as well as legal and ethical questions and basic photographic technique are explored in the New Photojournalism.

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THE *NATIONAL CATHOLIC REPORTER*: THEN AND NOW

Kathleen Ann Hodas, M.S.
University of Kansas, 1976
Adviser: John B. Bremner

The *National Catholic Reporter*, published weekly from October 28, 1964, in Kansas City, Missouri, has set as many precedents in religious journalism as it has broken. It was the first national Catholic weekly newspaper in the United States. Today, it is the only independent, national Catholic newspaper in the English language in the United States.

The *National Catholic Reporter*, whose aim was to bring the critical reporting of the secular press to the affairs of the Church, began publishing during the third session of the Second Vatican Council in the Catholic Church. When the Council ended on December 8, 1965, the *Reporter* was more than a newspaper. It was in the process of becoming the voice of a movement and defining freedom of the religious press.

Pope Paul VI's rejection of artificial contraception in 1968 marked a shift in the religious press from quasi-freedom back to a more traditional style. This thesis describes, compares, and contrasts by means of simple qualitative analysis the *National Catholic Reporter* before and after this turning point in the Catholic press.

The first five issues of the *Reporter*, October 28 through November 25, 1964, and five recent consecutive issues, May 9 through June 6, 1975, are analyzed as to their editorial content, both news and opinion; format; and advertising. Where pertinent, the religious milieu in which the *National Catholic Reporter* functioned and helped to create is described.

The *Reporter* as it was in 1964 and as it is today, weaves an intricate pattern of likenesses and differences. Through the years, the newspaper has continued to engage in the critical reporting of Church affairs. Its manner of reporting, however, necessarily had to change as the affairs and tone of the Church changed.

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MODELS OF SUCCESS IN WOMEN'S MAGAZINES: AN ANALYSIS OF BIOGRAPHIES DIRECTED AT DIFFERENT TARGET AUDIENCES

Shelby Hoerger, M.A.
University of Pennsylvania, 1975
Adviser: Charles R. Wright

The study analyzed biographical models of success in popular women's magazines directed at different target audiences, specifically *Cosmopolitan*, *Ladies' Home Journal*, and *Ms.*

Three major areas were explored to determine how models of success were represented: 1) characteristics of models of success, including occupational and other demographic characteristics, and celebrity status and temporality; 2) standards of success, including career and non-career outcomes; and 3) road to success, including biographical background (ethnic and class origins, formal education), means to success (instrumental, personal), and type of road. Consideration was also given to speculating upon what functions, or uses, these models of success might have for these respective audiences.

Based on comparative content analysis, differences were found among these magazine biographical models. In Cosmopolitan, they were usually in popular entertainment, from twenty-five to forty-nine, single or divorced/separated, and contemporary celebrities.

In Ladies' Home Journal, they were contemporary celebrities or associated with such, were married, from thirty-five to sixty-four, and in occupations traditionally associated with sexual status. In Ms., they were all women, in serious careers, single or married, from thirty-five to forty-nine, with many non-celebrities from the contemporary or historical scene.

In Cosmopolitan, career-related fame and fortune were primary success outcomes, accompanied by lack of success that fame or fortune could not conquer. In Ladies' Home Journal, standards, whether career or non-career, centered on family and private life. In Ms., they were career-related, focusing on career achievement and social contribution.

Road to success in Cosmopolitan emphasized the model's differentness, or exotic nature; personal qualities/efforts and lucky encounters; and an easy or sudden success. In Ladies' Home Journal, it was a traditional American value-oriented road, emphasizing related personal qualities, and was methodically traveled. In Ms., it emphasized minority group origins, educational achievement, personal qualities of hard work and creative insight, and setbacks or hardships.

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A SURVEY OF ILLINOIS PUBLIC HIGH SCHOOL TOP AWARD-WINNING NEWSPAPERS AND YEARBOOKS

Madolyn Hollingsworth, M.A.
Southern Illinois University, 1975
Adviser: Robert Trager

The purpose of this survey was an attempt to find and record some common characteristics among Illinois public high schools that consistently produce top award-winning newspapers and yearbooks. This study examined four basic categories for possible common characteristics: 1) the school, 2) the administrators, 3) the adviser, and 4) the students producing these publications.

High schools were selected for this survey on the basis that their publications won either the Gallup award, given by the Quill and Scroll Society; the Medalist award, given by the Columbia Scholastic Press Association; or the All-American award, given by the National Scholastic Press Association, at least two out of the past three years, i.e., during the school years of 1971-1972, 1972-1973, and 1973-1974.

Twenty high schools qualified for this survey. Twelve of these schools consistently produced top award-winning newspapers and nine consistently produced top award-winning yearbooks during the past three school years. Only one high school, Glenbard West High School of Glen Ellyn, produced both a top award-winning newspaper and yearbook during those same years.

Questionnaires were sent to the principals of schools producing top award-winning publications and to the advisers of these publications. A 75 percent response from the principals and an 80 percent response from the advisers were received.

From the information obtained from the principals and advisers, it was found that most top award-winning publications are being produced, year after year, in large, suburban schools that have principals supporting publications, journalism included in the curriculum, publication laboratories during school hours, qualified and capable advisers, who were hired to advise a publication, and a high caliber of student staffs producing publications.

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JOURNALISM REPORTING CURRICULA: PAST TRENDS AND CURRENT SPECIALIZATION

Donna Hopper, M.A.
Central Missouri State University, 1976
Adviser: David Martinson

The reporting curricula pendulum has swung in a modified swing.

This pendulum movement, which began with Joseph Pulitzer's 1908 plans for the Columbia School of Journalism, climaxed during the 1945-60 heyday of "old practical methods journalism" described by Curtis D. MacDougall in "Journalism Schools Need Reform," a Fall 1974, *Masthead* article.

The modified return swing is in progress now, during 1976. MacDougall's "heyday" courses are inching back into journalism curricula in a modified trend towards specialty journalism reporting courses (as opposed to the generally-focused core reporting courses).

In the background of this reporting course change, lies a wealth of issues. Many of them affected the journalism reporting curricula directly, others had a major effect on the journalism schools themselves.

Several role-oriented issues are discussed in this study--the problem of professional newsmen's acceptance of the early journalism school, the "Chi Square vs. Green Eyeshade" battle of the 1960s (communicology oriented teachers vs trade school oriented ones) and the definitive role of journalism as a subject area (was it a liberal arts education or a social science?).

Closely related to the problem of defining journalism was the question of the role of the professional journalism curriculum in relation to each student's overall curriculum. The 25-75 rule suggested by ACEJ in their accreditation standards (25 percent professional courses, 75 percent liberal arts education) was one solution to this role problem.

Survey data from 43 of the 60 ACEJ accredited news-editorial sequences provided information for the current professional role of the journalism school--training future reporters.

Major findings of the survey included the emergence of contemporary, public affairs as a new core reporting course. It is offered in over 81 percent of the accredited schools and departments of journalism.

A modified trend towards specialty reporting courses was also discovered. Several of the new "specialty" courses experiencing major growth since 1965 have not been new, merely returns of old journalism courses. Science writing is an example of this.

New courses added at one or more schools since 1965 include business and economy reporting, education reporting, environmental reporting, ethnic minority reporting, the journalistic interview, precision journalism and urban affairs reporting.

An average of 4.23 news-editorial reporting courses was found in each of the 43 schools and departments of journalism responding to the survey.

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A COMPARATIVE CONTENT ANALYSIS OF TWO JAPANESE NEWSPAPERS: *AKAHATA* AND *ASAHI*

Shoji Hoshino, M.A.

Indiana University, 1976

Adviser: David H. Weaver

The purpose of the present study was: 1) to examine the news coverage of *Akahata*, the official organ of the Japan Communist Party, in light of the party policy of peaceful revolution; and 2) to determine whether the content of *Akahata* became more similar to the content of *Asahi*, the leading commercial newspaper in Japan, as *Akahata* increased its number of pages.

A comparative content analysis using subject-matter categories was conducted for both newspapers during the three consecutive periods of T1 (from November 1963 to October 1968), T2 (from November 1968 to August 1973) and T3 (from September 1973 to August 1974).

Akahata was chosen for analysis because it is the largest political party paper to increase its circulation substantially in a short span of time to compete with commercial newspapers. *Asahi* was selected for analysis because it is the most influential and representative commercial newspaper, with both the largest circulation and the highest reputation of good news coverage in Japan. The three consecutive periods of T1, T2 and T3 were chosen because *Akahata* had a distinctively different number of pages in each period: eight pages in T1, 12 in T2, and 16 in T3.

It was hypothesized that the rank-order correlation of news categories between the two newspapers would become greater as *Akahata*'s page number was increased. This hypothesis was supported from T1 to T2, but not from T2 to T3.

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FACTORS THAT INFLUENCE CUSTOMER SELECTION OF A SAVINGS AND LOAN ASSOCIATION

Daniel Wayne Hudgins, M.S.

Oklahoma State University, 1976

Adviser: W. J. Ward

This study probed the degree of importance that selected attributes represented in customers' decisions to open savings accounts with Sooner Federal Savings and Loan Association.

This information was needed to aid in developing an advertising appeal which would emphasize the salient attributes. Importance of the attributes was measured by a five-point graphic rating scale. The 14 attributes were divided into pre-determined primary and secondary categories with the primary group postulated as more important than the secondary group.

A total of 575 respondents--segmented by sex, geographic area, and account type--completed the questionnaire so they opened savings accounts.

Over-all, the primary attributes were perceived as significantly more important than the secondary attributes, as indicated by a three-factor analysis of variance with repeated measures on one factor. Significant differences also occurred among the geographic areas and between the sexes, but not between account types.

The Non-Metropolitan Area segment comprised the only group to consider the Secondary attributes as more important than the primary items. Geographic classification of the respondent generated a definite impact upon customers' perceptions of attributes, as evidenced by an additional significant interactive effects.

The two most importantly perceived attributes were "interest rate" with a mean score of 4.32, and "FSLIC insurance of accounts" with a mean importance of 4.14 on the five-point scale. These two attributes and "reputation/size of Sooner Federal" clustered in an elementary linkage-factor analysis to form the most importantly perceived group which was labeled "Secure, Sound Investment."

The average attribute influence was "somewhat important" with a rating of 3.17. Suggestions were made for Sooner Federal to channel separate advertising messages to each of its audiences.

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A CATHOLIC FOR PRESIDENT?--THREE CHRISTIAN REFORMED PERIODICALS AND THE 1960 ELECTION

Henry James Huisjen, M.A.

Michigan State University, 1976

Adviser: Stanley I. Soffin

When John F. Kennedy ran for President of the United States in 1960, he faced one problem common to no other candidate: he was a Roman Catholic, and no Catholic had ever been elected to the office.

Kennedy had to convince the Democratic party and the public that his Catholicism did not make him incapable or popular election to the presidency, that it did not make him unfit for the presidency and that it did not represent a threat to the constitutional separation of church and state in America. The religious issue followed Kennedy throughout the campaign.

This study investigates the performance of three Protestant religious periodicals with regard to their treatment of the religious issue of the 1960 campaign and election. The periodicals--the Banner, Reformed Journal and Torch and Trumpet--are journalistic efforts from within the Christian Reformed Church, a Protestant denomination in America of Dutch Reformed background. The periodicals did not regularly deal with presidential politics and political issues, but in 1960 they dealt extensively with Kennedy's Catholicism, an issue that appeared to have both political and religious significance.

Primary findings of the study are: 1) the periodicals as a whole and individually dealt more with John F. Kennedy's religion than with other matters or issues related to the 1960 campaign and election; 2) the periodicals as a whole and individually identified temporal applications of Roman Catholicism--the civil and political implications of the election of a Catholic to the presidency--rather than non-temporal aspects of Catholicism--Protestant distaste for the personal religious practice of Catholics--

as the crux of the religious issue; 3) the periodicals as a whole and the Banner and Torch and Trumpet individually were generally unfavorable to the Kennedy candidacy for reasons of religion; 4) the opposition posture of the Banner and Torch and Trumpet did not change over the course of the campaign and was apparently not influenced by events of the campaign that might have had a resolving effect on the religious issue; and 5) support in the periodicals for points of view opposing the Kennedy candidacy on religious grounds was based far more frequently on history and dogma than on current events of the campaign and election.

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FILM CRITICISM IN TEXAS NEWSPAPERS

Teresa Lynn Hurst, M.A.
University of Texas, 1975
Adviser: C. Richard King

This study involved an evaluation of the film reviews printed in six major Texas newspapers in the decade 1963-73. The papers used were the Houston Chronicle, Houston Post, San Antonio Express-News, San Antonio Light, Dallas Morning News, and Dallas Times Herald.

The educational and professional background of each critic was examined and the six papers compared. The study revealed that film reviewing in Texas has improved over the decade and a new breed of specialized film critic has emerged.

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A CONTENT ANALYSIS OF DEVELOPMENT NEWS WITHIN AND OUTSIDE MALAYSIA AS REPORTED BY FOUR OF ITS ENGLISH-LANGUAGE NEWSPAPERS

Syed Arabi Idid, M.A.
University of Wisconsin, 1976
Adviser: John T. McNelly

A study was made on development news as reported by four of the English-language newspapers in Malaysia. The Straits Echo published in Penang, the New Straits Times published in Kuala Lumpur, the Sarawak Tribune from Sarawak, and the Kinabalu Sabah Times from Sabah were selected for the study.

Four areas of interest were investigated in the analysis. The sectoral-relevance of development was studied in terms of the urban-relevant, rural-relevant news items and general interest stories. The personality variables were investigated in terms of the governing personalities, the political personalities, the officials and the private individuals. Development was also studied in terms of national and local-relevance, and finally, the study investigated the report on Asian and non-Asian development news.

A content analysis was made on 12 issues of each of the newspaper covering the period of 1974.

Development news was measured by the prominence of display, the space provided for and the frequency in which the various categories of news was mentioned.

Urban-relevant news items were given more prominence and space than the rural-relevant news items or general interest stories. The four newspapers provided more prominence and space to political personalities over the other three kinds of personalities. The study found that the dailies gave high mention and space to national news but there was no difference in prominence of the local over the national development news. In the report on foreign development news, it was found that the newspapers gave higher prominence, space and mention to Asian than to non-Asian news.

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THE RELATIONSHIP OF NEWSPAPER EDITORIAL ENDORSEMENTS OF CERTAIN COUNTY AND DISTRICT CANDIDATES, NEWSPAPER PARTISANSHIP, AND VOTE SHARE IN RURAL MISSOURI COUNTIES DURING THE 1968, 1970, 1972, AND 1974 GENERAL ELECTIONS

John M. Inglish, M.A.
Central Missouri State University, 1975
Adviser: David Martinson

The study of the relationship of newspaper editorial endorsements, newspaper partisanship, and vote share was designed to consider those relationships for certain county and district candidates in rural Missouri counties during the 1968, 1970, 1972, and 1974 general elections.

A survey of newspapers located in rural Missouri counties was made to determine what endorsements these newspapers had made and/or why they didn't make endorsements, if they had not. The survey also attempted to verify each newspaper's coverage area. Questionnaires were sent to 128 newspapers, of which 51 responded. Thirteen non-responding newspapers were telephoned. Following the initial study, a verification study was conducted to ascertain to a greater degree of certainty the initial study's results. Twenty-six newspapers not responding to the questionnaire and not telephoned during the initial study were contacted.

The study revealed that only a few Missouri newspapers located in rural counties make endorsements, and fewer still made endorsements for county or district candidates during the last four general elections. Responses ran the gamut to the endorsement practices continuum, from endorsers of candidates for all races included in the survey to endorsers of only a few or none, though the vast majority fell to the latter pole. Of the 90 respondents to both the initial and verification studies, only 12 reported endorsements: of these, two-thirds only endorsed district candidates for state offices, and one-third endorsed both county and district candidates.

It is important to note that all endorsements reported were made by respondents to the initial study. None of the respondents telephoned during the verification study reported endorsements for the races studied.

From an analysis of the information supplied by both initial and verification study respondents, two possible reasons for non-endorsement practices seem evident: 1) rural Missouri newspaper editors and publishers may be unwilling to risk economic security and/or community position for the sake of taking a political stand, despite whether that risk is real or imagined; or 2) they may feel that they should depart from the traditional partisan position previously accepted by newspapers, independently and objectively presenting all of the facts about all candidates, to best serve their readers.

Specific reliable conclusions concerning endorsement and non-endorsement/vote share comparisons and newspaper partisan declaration/candidate party affiliation comparisons could not be drawn due to the lack of adequate data. However, the limited data available does indicate that both endorsed winning district candidates and endorsed losing candidates received a larger share of the vote than unendorsed candidates.

Furthermore, district candidates for whom endorsements were reported carried a larger share of the votes from within the endorsing newspapers' coverage area than they did from their election district as a whole. The data, although limited by the small number of endorsements reported, also indicates that rural newspapers' endorsements for county and district candidates are generally consistent with the newspaper's partisan declaration.

One final finding of the study was that, at least during the last four general elections, rural Missouri newspapers located in the northern one-third of the state were more willing to endorse candidates for county and district offices. Reasons for this can not be ascertained, however, without further research.

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CELEBRITIES V. PRESS FREEDOM: A DESCRIPTIVE STUDY OF TWENTY-FIVE YEARS OF LIBEL AND INVASION OF PRIVACY ACTIONS INVOLVING CELEBRITIES AND THE PRESS

Joan Isbell, M.A.
Southern Illinois University, 1975
Adviser: Harry W. Stonecipher

Currently the Supreme Court distinguishes three classifications of plaintiffs who institute law suits. This study scrutinizes libel and invasion of privacy actions initiated by public figures, who comprise one of these classifications, against their media "critics."

It is concerned with social, cultural, artistic and athletic "criticism" which led to legal actions, and attempts to describe how the constitutional guarantee of press freedom has fared when pitted against celebrities' rights to protect their reputations against libelous remarks and their privacy from a prying or manipulative press.

The two torts are explored through

explanations of recurring legal words and phrases, discussions of exemplary cases and media defenses. For more than a decade, the Supreme Court's "actual malice" criterion for determining cause of action and liability has affected actions involving public officials and public figures. Therefore, implications and permeations of this rule, in both libel and invasion of privacy actions involving public figures, are pursued.

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GUIDELINES FOR ESTABLISHING A SPORTS INFORMATION OFFICE FOR WOMEN

Patrick D. James, M.A.
Ball State University, 1976
Adviser: Mark Popovich

This creative project examined the feasibility and need for a sports information system within the confines of a women's athletic department. It was then used to establish a system at Ball State University. This study attempted to establish a set of guidelines that could be followed in the development of a women's information system.

The Directory of Professional Preparation Institutions, prepared by the American Association of Health, Physical Education, and Recreation, was used to prepare a mailing list for a questionnaire to establish the need. A compilation of the data showed not only a definite need, but also a readiness by women for an information system.

Using the questionnaires as a basis, the groundwork for the system began with the development of an athletic information sheet. The sheets were for the athletes to fill out and for the sports information director to gather material for his releases. As the sheets were completed, the second part of the system became a reality with the formation of the file. With these two steps functioning, the writing of news articles for the newspapers started.

As the actual information system was being implemented at Ball State, sports information directors were contacted around the country to collect their ideas and suggestions on the important ingredients to develop a sports information system. These were compiled and used throughout the development of the women's system.

The conclusions of the project brought about the formation of a women's sports information system with the necessary guidelines for continuation of the organization. The conclusion of the survey established the need for the information system for women and the desire by women's departments to have such a system.

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PROFESSIONAL NEWS WRITERS' VIEWS OF BIAS

Jimmy Dale Johnson, M.A.
Texas Tech University, 1976
Adviser: Ralph Sellmeyer

News accuracy and objectivity are concerns of professional news gathers, writers, and editors. Objectives in this study included:

1) to determine what definitions and concepts of bias are held by professional news people;

2) to determine how the above definitions and concepts affect the day-to-day news gathering and writing of the respondents;

3) to determine if professional news writers feel that bias is actively demonstrated toward particular individuals, groups, or institutions.

Questionnaires were mailed to 129 daily, weekly, and twice-weekly newspapers in a broadly defined geographical area known as West Texas and/or West Central Texas. The original intent of this study was to determine whether there was bias in wire service news copy, in the opinion of professional news writers and editors.

Among key words, phrases, and ideas which appeared and reappeared in responses from editors and vice presidents of daily newspapers and with publishers of weekly newspapers were: "slanted", "opinion", "editorialize", "objectivity", and "newsmen are human, too." A few writers and editors affirmed that their news coverage showed no bias. None of the survey returns included positive remarks about journalism training.

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ARKANSAS NEWSPAPER EDITORS' ATTITUDES TOWARD AGRICULTURAL NEWS

Charles Milton Johnston, M.S.
Oklahoma State University, 1976
Adviser: J. W. Rhea

This study of Arkansas newspaper editors' attitudes toward agricultural news had four basic objectives--to determine: 1) what Arkansas newspaper editors projected as their needs for agricultural news in 1976, 2) how agricultural news competed for space with other types of news in Arkansas newspapers, 3) what sources of agricultural news were most important to Arkansas newspaper editors, and 4) the usefulness of the information supplied by the Arkansas Cooperative Extension Service Editorial Office in 1975, as perceived by Arkansas newspaper editors.

A 19-item questionnaire, asking for responses related to study objectives, was mailed in late 1975 to 33 daily and 121 weekly newspapers. The hypothesis was that daily editors would show significantly greater interest in news about finished agricultural products than weekly editors.

Analysis indicated no significant differences between daily and weekly newspaper editors' preferences for agricultural news. Use of agricultural news by Arkansas newspaper editors was increasing. Agricultural news ranked high in competition with other news for space in newspapers. The Arkansas Cooperative Extension Service and County Extension Agent were the most important agricultural news sources.

News services supplied by the Cooperative Extension Service were rated "average" by newspaper editors. The author suggested that county personnel be given advanced training in journalism to strengthen efforts with the local newspaper editor.

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NEWSMAN'S PRIVILEGE: A FIRST AMENDMENT CONTROVERSY

Floresta Deloris Jones, M.A.
Michigan State University, 1975
Adviser: Maurice R. Cullen

The journalist's claim to a newsman's privilege under the First Amendment was first considered a constitutional issue by the Supreme Court in 1972. The Supreme Court, on June 29, rejected the claimed privilege of journalists to refuse to answer grand jury questions relating to confidential sources.

A federal shield law to protect newsmen is being considered by Congress in light of the Supreme Court's ruling. Alarm among countless number of legislators and journalists suggests that the decision has threatened the public's right to freedom of the press. The issue remains unresolved in Congress, and courts in this country have continually refused to recognize a privilege for journalists. Yet historically, and since the landmark Branzburg decision, journalists continue to stand in defense of their right to refuse disclosure of confidential sources.

The study here is based on historical and legal research on newsmen's privilege. Landmark historical cases of the pre-shield law era as well as cases arising since 1972 are discussed. Views of newsmen and legislators are based on recent survey findings, congressional transcripts and personal interviews by the author. Background information is largely based on unpublished research papers written by the author at Michigan State University in preparation for this study. Other findings are based on articles in newspapers, periodicals, and law review reports.

Chapter I introduces the background of the issue and explains the importance of the topic. Chapter II provides definitions and a brief review of the literature used in the study. Chapter III discusses the historical background of the struggle for a free press, from the early American printer and the story of John Peter Zenger to the drafting of the First Amendment. This chapter also notes the significance and meaning of the freedom of press clause in the First Amendment as viewed by legal scholars and the framers of the Constitution.

Early landmark newsmen's privilege cases are discussed in Chapter IV, and Chapter V evaluates the Supreme Court's 1972 Branzburg decision and the interpretations of the Court on privilege under the First Amendment. Chapter VI describes the social climate surrounding the sudden rise or press subpoenas during the late 1960's and early 1970's under the Nixon Administration. Chapter VII compares various arguments for and against newsmen's privilege in current debates on shield laws, while Chapter VIII assesses the value of confidential sources, state shield laws, and the effect of the Branzburg decision on newsmen's confidential relationships and newsgathering processes. The issue is also viewed as to the threat of the subpoena problem to sources and to the public in abridging full and free flow of information.

Chapter IX consists of conclusions of the author. Solutions offered here are based on the findings of this study. They are suggestions and opinions that stem from a thorough examination of the problems encountered in legislating privilege for journalists, the dilemma of attempts to define a First Amendment right through legislation, the historical background of newsmen's privilege, and developments since the Supreme Court's Branzburg decision."

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THE EPISTEMIC MODES: A CONSIDERATION OF THE COGNITIVE PROCESSES UNDERLYING PRIMITIVE BELIEFS

Donald J. Jonovic, M.A.
University of Wisconsin, 1976
Adviser: Robert P. Hawkins

This thesis reviews both the belief literature and literature from such diverse fields as physics, anthropology, psychology and mathematics in developing a concept of cognitive "modes," a fourfold typology of human epistemic behavior. What it proposes is that, since cognitive growth involves development of abilities to abstract and objectify, it is possible that these processes develop to differing degrees among individuals.

It was hypothesized that high abstractivity would be related to use of print media, low abstractivity to television use. High objectivity was expected to be related to preference for non-subjective media content.

A survey questionnaire containing items designed to measure the dimensions and items pertaining to media use was given to 270 high school students in Milwaukee, Wisconsin. Indices of the dimensions were developed through factor analysis and the resulting measures correlated with the media use items.

Results were somewhat ambiguous. The factors derived were weak and unexpected sex differences showed up in analysis. Nevertheless, the study provides some evidence for the operation of the hypothesized dimensions. Abstractivity was found to be positively correlated with print media use and negatively correlated with the use of television, as predicted, and these results held when sex was controlled. Objectivity was somewhat related to non-subjective content, but these results disappeared when sex was controlled. Better dimensional indices are obviously required.

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THE ROLE AND FUNCTION OF A PARTY PRESS--PEOPLE'S DAILY--IN COMMUNIST CHINA

Alice Huei-eu Kao, M.A.
University of Utah, 1975
Adviser: Milton C. Hollstein

Founded in 1949, People[illegible]ily operates as the outstanding voice of the Chinese Communist Party and the government. It has some 1,000 editorial staff members who enjoy a preferential position as the elite communicators of the Party's message to their countrymen and to foreigners. From presses in Peking come 3.4 million copies a day of this journal. It is perhaps bizarre as a newspaper in the Western sense, but is making a great impact on the Chinese society by elucidating the Party line and providing cues for the entire press.

The Marxist-Leninist ideology and the Chinese Communist Party's national strategy determine the basic function and content of the paper.

As a serious and influential Party press, People's Daily plays an effective political role. Taken only as a newspaper to interest and to inform, it would be disappointing. The paper carries no advertising, de-emphasizes human interest news and ignores the importance of timeliness and credibility of news stories. All these, together with a unique writing style, characterize what is a propaganda tool of the Chinese Communist Party.

Despite the problem of high illiteracy, the Chinese Communist Party leadership has tried to increase the paper's readership by transferring the responsibility of circulation to the postal service and by featuring the worker-peasant-soldier correspondence networks.

Through the years, the paper impresses people with its sameness of style in page make-up and format; minor changes have been made by following the Party line.

A case study of the news coverage of two of Communist China's nuclear explosions should show how *People's Daily* turned these two events into a proper propaganda theme to serve the Party.

It is unrealistic to conclude by saying this newspaper is "good" or "bad," because neither judgment can represent the substance of the paper's role inside the Communist Party's hierarchy.

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THE *NEW YORK TIMES*' COVERAGE OF AND REACTION TO SPIRO AGNEW'S CRITICISM OF THE PRESS

Priscilla Kaufman, M.S.
University of Kansas, 1975
Adviser: Del Brinkman

Spiro Agnew, vice president of the United States from January 1969 to October 1973, became well known as a press critic during those years.

He accused the press, both print and broadcast, of biased reporting against the administration of President Richard Nixon. He said that the press misquoted administration representatives, that it distorted the news in a way harmful to the administration and that editorial opinions often were included in news stories. Agnew's views brought the issue of the press' power to the public's attention immediately and broadly.

Between November 13, 1969, and June 1, 1971, Agnew made eight speeches about the press. This thesis describes and analyzes Agnew's speeches and the *New York Times*' coverage of and reaction to them. *Times* news stories, analyses, editorials, columns, and letters to the editor are investigated.

The *Times* was one of the publications Agnew most often accused of unfair coverage. This thesis indicates, however, that the *Times*' news stories about his speeches were generally accurate and presented both favorable and unfavorable reactions and that the *Times*' editorial opinion, which was unfavorable to Agnew, was reserved for the editorial page.

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THE *OREGON SPECTATOR*: PIONEERING WESTERN JOURNALISM, 1846-1855

Paula I. Keeney, M.A.
Southern Illinois University, 1975
Adviser: Thomas W. Wood, Jr.

On February 5, 1846, newspapering in the Far West was born with the publication of the *Oregon Spectator* in Oregon City, Oregon. Published in the little village of only a few hundred people, the *Spectator* paved the way for the establishment of other journals in the West, including the first newspapers in what would later become Oregon's sister states of California and Washington.

In the years following, journalism spread quickly throughout the West, just as it had in the East, with numerous newspapers making their appearance. Many of the papers lasted only a few issues, falling to economic hardships or the wanderlust of itinerant editors and publishers, while other papers continued for years, some publishing continuously to the present. Whatever the case, western journalism began on the February day in 1846 when the *Spectator* made its appearance at the foot of the falls on the Willamette River.

The purpose of this study was to trace the history of the *Oregon Spectator* during its nine-year history, between 1846 and 1855; to examine the editorial phase of the newspaper operation; to study the individuals involved with the founding and operation of the paper; and to suggest the local and regional impact of this small, and short-lived, newspaper on future Oregon journalism.

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FACTORS INFLUENCING CABLE TELEVISION DEVELOPMENT IN THE ONE HUNDRED LARGEST CITIES

Frances Faith Kennett, M.A.
The American University, 1975
Adviser: Jack E. Orwant

The purpose of this study is to examine the factors that influence the establishment and operation of cable television systems in the one hundred largest cities of this country as seen by those responsible for the operation and regulation of cable systems at the city or county level.

A list of ten factors thought to influence cable television development at the local level was developed on the basis of readings in the cable television literature and on the basis of opinions of experts in the Cable Television Bureau of the FCC. These factors are: FCC regulations; state regulations; city and/or county regulations (if any); franchising method; community support; local economic conditions; national economic conditions; number of TV signals received over the air; availability of financing; and additional services to be provided by the company.

A total of 156 questionnaires were distributed to local cable company and local government officials responsible for the operation and development of cable systems. Seventy three usable responses were received. Respondents' mean ratings of the importance of the factors indicated that all were viewed as important. The author's hypothesis that FCC regulations, city and/or county regulations, and the number of TV signals received over the air would receive very high mean ratings on importance was confirmed.

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A PILOT STUDY OF GALVANIC SKIN RESPONSE TO MOTION PICTURE VIOLENCE

Howard Francis Kleinkopf, M.A.
Texas Tech University, 1975
Adviser: Hower J. Hsia

The link between media exposure to violence and behavior has long been a controversial issue. This study explores continuous motion picture violence (defined as the presentation of two or more violent films one after another) and the behavioral influence toward aggression.

Unlike studies which have dealt with one showing of violence and what the subject did subsequently, this study investigates continuous exposure which, it was hypothesized, may lead to a decrease in subject arousal.

Hypothesis tested included: 1) male viewers will be more aroused to motion picture violence than female viewers; 2) young males will be significantly less aroused to motion picture violence than older males; and 3) viewers will become bored with watching so much violence and habituation will result during exposure to continuous motion picture violence.

Six subjects were tested: a 21 year old female, a 25 year old male, a 49 year old male, a 53 year old female, a 60 year old female, and a 74 year old male. The galvanic skin response (GRS) test was used which indicated a number of psychological states including the degree of alertness, apprehension, fear, panic, and placidity. Films used included highlights from Sands of Iwo Jima (1949), Attila the Barbarian (1954), The Charge of the Light Brigade, and shorter excerpts from other motion pictures.

It was found that the male subjects were more aroused to violence and that the older male subjects were more aroused to violence and that the older male subjects were more aroused to motion picture violence than the young male subject. The hypothesis that there would be a decrease in arousal levels due to habituation was not supported.

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A PROFILE ANALYSIS OF READER INTEREST IN THE DAILY O'COLLEGIAN AT OKLAHOMA STATE UNIVERSITY

Roger Ranch Klock, M.S.
Oklahoma State University, 1975
Adviser: W. J. Ward

This study attempted to determine the reading frequency (readership) of, and interest in, broad types of news-feature areas that appeared in The Daily O'Collegian, campus newspaper at Oklahoma State University.

Seventeen areas of non-advertising content were selected from the newspaper and incorporated into a questionnaire mailed to 571 students, faculty and other university employees, selected systematically from the 1973-74 Oklahoma State University Student-Faculty Directory. Respondents rated each news area on a five-point readership scale and a five-point interest scale. Respondents also provided certain personal data.

Data analysis revealed the 17 types of news-feature areas, over-all, received a mean readership rating of 3.54 and a mean interest rating of 3.52. This meant the 17 areas were "somewhat" to "frequently-read" and "somewhat" to "quite" interesting. Combined readership and interest scores produced popularity ratings for all 17 types of news.

Editorial Cartoons, Letters to the Editor and Editorials were the three most popular content types. The three least popular types were the Crossword Puzzle, Campus Government and City Government. Respondents were divided into five groups--sophomores, juniors, seniors, graduate students and non-students.

Elementary factor analysis of readership scores revealed two types of readers. Type I was labeled the "Student Interest" type, and Type II the "Administrative Interest" type. The five groups of respondents tended to be homogeneous on their interest in the 17 news types, and elementary factor analysis of interest scores revealed only one type of reader. From the standpoint of reader interest in all types of news, the most representative reader was the Oklahoma State junior.

Finally, suggestions were made for re-evaluation of priorities given some O'Collegian news areas and topic areas for further study were suggested.

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CHARACTERISTICS OF ARTICLES AND SHORT STORIES IN TWO MAGAZINES: CONTENT ANALYSIS OF ESQUIRE AND THE NEW YORKER

Charles P. Kovalan, M.S.J.

West Virginia University, 1976

Adviser: Edward C. Smith

To show how to analyze a magazine in which a writer wishes to publish, and to provide information about Esquire and The New Yorker, content analysis was performed to identify the characteristics of the two magazines issued during 1974.

In Esquire nonfiction articles, the predominant characteristics were the label title, complete-sentence subtitle, descriptive or narrative lead, informative purpose, straight-statement ending, people and sports as topics. Average length was 4,560 words.

The New Yorker articles predominantly bore label title, descriptive or summary lead, informative or praiseful purpose, straight-statement ending, with music, sports, theater, films, and books as topics. Average length, 3,690 words.

Dominating the Esquire short story were label title, complete-sentence subtitle, descriptive or narrative lead, adult male or adult female as main character, modern urban or suburban setting, dramatic purpose, and action or descriptive ending. Conflict, man versus man, and man versus society. Average length, 6,860 words.

Dominating The New Yorker short story were label title, narrative or descriptive lead, adult male or adult female as the main character, modern urban or suburban setting, dramatic purpose, and descriptive ending. Few stories had subtitles. Conflicts were man versus man, and man versus society. Average length, 4,185 words.

Of special interest was the finding that the nonfiction articles and the fiction stories shared several predominant characteristics. This finding tends to support the recommendation of using fictional devices to make nonfiction more interesting.

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THE PHOTOGRAPHIC PORTRAYAL OF WOMEN IN THE WASHINGTON POST NOW AND BEFORE THE WOMEN'S LIBERATION MOVEMENT

Christina Lachowitch, M.A.

University of South Carolina, 1975

Adviser: Donald K. Woolley

The purpose of this study was to determine if women are being portrayed differently in newspaper photographs now and in 1963, before the emergence of the women's movement in America.

Photographs of women in the news sections of The Washington Post in both years were coded as common or traditional, uncommon or non-traditional, or neutral. In the decade there was a significant decrease in the percentages of photographs of women portrayed in a traditional or stereotyped manner.

The writer concluded that because of the number of women entering professions which were previously male-dominated, and because of the efforts of women's groups to eliminate sexism in the media, the pictorial portrayal of women in the news sections of The Washington Post has also changed.

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THE USEFULNESS OF CORPORATE ANNUAL REPORTS TO SECURITY ANALYSTS IN FLORIDA

Robert Bruce Larson, M.A.
University of Florida, 1975
Adviser: Harry H. Griggs

The purpose of this study was to ascertain the usefulness of corporate annual reports to members of the three Florida societies of the Financial Analysts Federation. This information may enable financial public relations practitioners to utilize analysts' preferences in preparing future annual reports and other related financial information for this important public.

The study surveyed 220 members of the three Florida societies of the Financial Analysts Federation. A mail questionnaire was used. A response rate of 62 percent, or 137, was achieved.

The usefulness of a company's annual report to the respondent's analysis of that company was indicated to be vitally useful by 14 percent of the respondents and very useful by 43 percent.

Respondents indicated that only registration statements and prospectuses are more useful than the annual report. The registration statements were found to be more useful by 58 percent of the respondents and the prospectuses by 69 percent.

A majority of the respondents indicated that financial statements and footnotes to the financial statements are vitally useful component parts of the annual report. On the other hand, photographs fared poorly with 73 percent of the respondents indicating that photographs are not so useful or of no use.

Fifty-seven percent of the respondents wanted more information in the annual report about the financial statements and 78 percent wanted more information about the footnotes to the financial statements. A majority of respondents also indicated a desire for more information about future prospects, comparative summaries and group operations.

Annual reports that are requested by the respondents are read somewhat thoroughly by 30 percent of them and thoroughly by 29 percent. In contrast, unsolicited annual reports are read thoroughly by only 4 percent of the respondents and not read at all by 36 percent of them.

Sixty-one percent of the respondents usually accept at face value the information they read in the annual report, while 4 percent never accept this information.

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SEX-ROLE RELATED EXPECTATIONS OF EXPERTISE IN SALESCLERKS: A FIELD STUDY IN COMMUNICATION

Deborah Enid Lerner, M.A.
University of Pennsylvania, 1975
Adviser: William Labov

This thesis examines the potency of communication, or intentionally articulated utterances, in regard to the larger information exchange in the social encounter. Either naivete or high expertise is expressed, or communicated, by each of the experimenters in each trial, and the effect of this communication is measured in comparison to the effect of the information transmitted by each of our appearances, or our respective genders.

The effect of the communication is measured by different variables in the behavior of one of the speakers, the salesperson. Included among the variables are those which reflect the speakers use of the medium of communication, language.

Interviews were conducted in a variety of department stores throughout the Philadelphia area by a male confederate and myself, posing as "customers", in which we expressed interest and asked for information concerning a preplanned item. We each conducted one quarter of the interviews alone, and one half of them together, varying our expression of either high or low expertise.

Variables examined include: socio-linguistic variables, primary addressee, terms of address used, length of interview, amount of explanation given, etc. In coupled interviews independent variables included which partner initiated interaction with the salesperson.

The data indicates that sex-role related expectations of expertise are operative among salesclerks in department stores. A strong finding was that when entering individually, each of us was given lower priced recommendations in departments related to our own respective sex-roles, relative to those of our partner. Despite my prediction at the outset of the fieldwork that men would generally be attributed greater expertise than women, I appeared to be treated as a more expert shopper than was my partner: I was given more explanation of alternatives relative to recommended items, treated less formally, referred to more often for information when appearing with my partner.

My partner was treated with greater formality and courtesy than was I: more terms of address, especially formal ones such as "sir", were applied to my partner than to myself, salesclerks interrupted interviews with him less often, and socio-linguistic variables indicated than language used with him was more formal than that used with me.

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DEVELOPMENT OF A PUBLIC INFORMATION CAMPAIGN TO PROMOTE DRY COKE-QUENCHING

James Littlepage, M.S.J.
West Virginia University, 1976
Adviser: Robert M. Ours

The primary purpose of this thesis is to report and to document activities associated with planning and conducting a public information campaign to promote dry coke-quenching.

This thesis also includes detailed data about dry coke-quenching compiled by a 1974 study conducted by two West Virginia University graduate air pollution control engineering classes under the direction of Professor Benjamin Linsky, air pollution control specialist, West Virginia University.

Discussed in detail, research methods used to help complete this thesis include: 1) historical research; 2) descriptive research; 3) documentary analysis; 4) content analysis; 5) classification research; 6) interviews to gather expert opinion; and 7) measurement and estimation.

Included in this thesis are the following public information tools--three of which have been published--designed by the practitioner:

1) "Fundamentals of a Public Relations Campaign to Promote Dry Coke-Quenching"--a conference paper presented at the 1974 graduate student conference of the Middle Atlantic Consortium on Air Pollution;

2) "Dry Coke-Quenching: A Coke Cooling Method That Reduces Pollution, Saves Energy, And Produces Superior Coke"--an unpublished study;

3) a brochure;

4) "Dry Coke Quenching, Air Pollution and Energy: A Status Report"--a magazine article published in the September 1975 Journal of the *Air Pollution Control Association* and in the March 1976 APCA reprint series *Air Pollution Control in the Steel Industry*;

5) newspaper release--published;

6) radio and television release; and

7) information package for legislators.

Audiences selected to receive public information tools were: 1) air pollution control professionals and agencies; 2) legislators (federal and in designated states); 3) lobbyists; 4) media; and 5) environmental action groups.

Because of lack of funding, the complete public information campaign suggested by the thesis was not administered.

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IMAGINED COMMUNICATIONS STRATEGIES AND INFERENCES ABOUT THE PERCEPTION OF ORGANIZATIONAL STRUCTURE IN A UNIVERSITY SCHOOL

Ernesto Lleras, M.A.

University of Pennsylvania, 1975

Adviser: Klaus Krippendorff

This study analyzes the communicative behavior of students in a university Graduate School. Conclusions are drawn regarding perceptions of the school's organizational structure. By structure we mean the operating rules of the organization pertaining to relationships between members.

For the purpose of this study, a theoretical framework is devised that is based on theories of perception from social psychology, structuralist approaches to social organization, and empirical studies of communication behavior in administrative settings.

Data were gathered by means of a questionnaire in which students are asked: a) to choose among a set of possible communication strategies appropriate or inappropriate in three social situations in which a petition was denied, b) to indicate their status within the school as perceived by themselves, and c) to provide socio-economic background information about themselves.

The findings show that the students' choice of communications strategies is patterned and that patterns depend on status perception and background variables. From the students' dependence on status perception we were able to conclude that the organizational structure affects individual perception. In their choice of communication strategy, students preferred relying on the norms of the organization rather than on individual characteristics. From this finding we feel justified to conclude that organizational rules of authority are more powerful than individual psychological ones.

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EISENHOWER AS SEEN THROUGH THE PAGES OF THE ABILENE REFLECTOR-CHRONICLE

Marcia Lowther Longberg, M.S.

University of Kansas, 1975

Adviser: Calder M. Pickett

How does a small town newspaper react when one of the town's citizens becomes world-famous? The newspaper is the Reflector-Chronicle of Abilene, Kansas, and the citizen is Dwight D. Eisenhower. Eisenhower, who grew up as a poor boy from the wrong side of the tracks in Abilene, a small central Kansas town of 6,000, about eighty miles west of Topeka, made the town one of the most famous small towns in the world.

This thesis explores the way numerous events in Eisenhower's life were reported by his hometown paper. The coverage is limited primarily to editorials and locally written news stories to reflect local attitudes more directly.

It includes the way the paper viewed Eisenhower as Supreme Allied Commander in Europe during World War II, as a presidential candidate, and as a president dealing with integration in Little Rock, Arkansas, in 1957, the U-2 incident in 1960, and his "Atoms for Peace Proposal" in 1953, among others.

It finds that Abilene, which was proud of its days as a wild west cattle town and its legends of Wild Bill Hickok, took even more pride in Dwight David Eisenhower. Eisenhower, rather than calling to mind the town's wild past, was a product of the staunch, God-fearing principles that characterized the Mid-America of his time.

The story of Eisenhower and the Reflector-Chronicle is the story of a small town with a hero of Eisenhower's stature in whom the town newspaper can take great pride, like the hero of a Horatio Alger novel.

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NON-PROPAGANDISTIC PROPAGANDA: SOVIET LIFE AND AMERICA ILLUSTRATED

Walter Michael Lutan, M.A.

University of Pennsylvania, 1976

Adviser: George Gerbner

The study is a comparative analysis of America Illustrated, an American propaganda periodical, and Soviet Life, its Soviet counterpart, in an effort to make inferences regarding the perspective that these magazines cultivate among their intended audiences, particularly in the area of foreign relations.

The results were ultimately compared to those of a comparable study using a 1961 sample of the magazines in an effort to establish whether the content has changed as a function of modifications in American-Soviet relations.

The results indicated that in 1971 the Soviet Union was strongly interested in projecting a self-image of "goodness" as opposed to "strength," even more so than in 1961. Great effort was put into underscoring Soviet desire for peace and mutual understanding, and by emphasizing human interest stories of both a personal and social nature, Soviet Life heavily relied on the "people-to-people" contact to convey this message.

America Illustrated's 1971 issues projected a greater shift towards an image of "goodness" (as opposed to strength) than its 1961 sample. America Illustrated heavily depended upon "human interest" stories as a vehicle to convey the positive attributes of the American way of life. The American magazine showed only a minor concern with the area of international relations.

An analysis of the sample's pictures and article reprint rate was also made since both are instrumental in increasing the verisimilitude of the content. The results indicated that although America Illustrated's reprint rate averaged higher per issue than that of Soviet Life's, not a single article was reprinted by the American publication on such significant subjects as economics, government, or international relations. Whereas, 12 percent of all reprinted articles in Soviet Life were in the area of international contacts and foreign relations. Both magazines devoted roughly 50 percent of article space to illustrations.

SEVENTH GRADE STUDENTS' USES OF RADIO AND ACCEPTANCE OF RADIO NEWS: PLEASANT LEA JUNIOR HIGH SCHOOL, LEE'S SUMMIT, MISSOURI

Linda Maas, M.A.
Central Missouri State University, 1976
Adviser: John Smead

This thesis has been developed to provide the reader with an analysis of how seventh graders use radio and to what extent they accept radio news.

Toward this effort, the questionnaire utilized was comprised of four questions from the Roper Report based on national demographic findings, "Trends in Public Attitudes Toward Television and Other Mass Media 1959-1974." Ten additional questions narrowed the subject to seventh grade students' uses of radio and acceptance of radio news.

The results of this survey represent the opinions of 546 seventh grade students from Pleasant Lea Junior High School, Lee's Summit, Missouri.

Seventh graders indicated television as the source of most news. Radio was chosen as the second-place medium, newspapers third and magazines fourth as the sources of news.

Pleasant Lea seventh graders also indicated television the most believable medium. Newspapers ranked second; radio ranked third; and magazines ranked fourth as the most believable medium.

Television also rated first as the most wanted to keep medium. Radio ranked second; newspapers ranked third; and magazines ranked fourth.

It was found that seventh graders' median hours of listening to the radio were 1.7 hours.

The largest percentage of seventh graders selected music as the reason why they listened to the radio. The second choice was weather, followed by news and sports.

Most seventh graders indicated they listen to the following stations: KBEQ, KCMO, WHB, KYYS, and KWKI. The majority of the respondents indicated that their station had the "right amount" of news.

Almost half of the seventh graders were listening to radio news as compared to those who did not listen, change stations, or turn the radio off. Approximately two-thirds of the respondents generally indicated a favorable attitude toward radio news.

Not caring about the news and being too busy to listen to the news made it difficult for many of the seventh graders to listen to the news. Boring news subjects and the long length of the news also caused radio news listening problems.

Respondents were almost equally divided between females and males. Only in a few areas, did sex have an influence on the responses. These areas were the selection of a news source, reason for listening to the radio, listening to the news or changing stations, and reasons for not listening to radio news.

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CABLE TELEVISION AND THE FRANCHISING PROCESS: AN EXAMINATION OF REGIONAL ALTERNATIVES

Eric Neal Macey, M.A.
University of Pennsylvania, 1975
Adviser: William H. Melody

This study critically examined the existing cable television franchise structure and addressed itself to whether regionalization of cable television franchise authorities and franchise areas could: a) resolve the current federal/state/local jurisdictional confusion and provide a stable non-federal regulatory environment; b) provide a politically tenable public policy alternative to local government cable franchising; and c) generate a positive promotional effort for the distribution of cable services independent of its value as a franchising mechanism.

An analysis of the current jurisdictional framework for regulating cable revealed that local governments have emerged as the locus of non-federal cable policymaking. This role of local government has been supported by an implicit policy assumption that local government defines the "natural" political and geographical unit for the distribution of cable television services.

A review of the present performance of local cable regulation evidenced that local governments were unable to adequately resolve the complex policy problems posed by the cable medium. In particular, local governments exhibited a singular weakness in responding to cable service delivery issues that extended beyond local jurisdictional boundaries.

To remedy this situation so as to provide a responsive non-federal regulatory framework for cable television, regionalization of the franchise process was advocated as a policy option. Several types of regional organization for intrastate governmental functions as well as case studies of cable regionalization were investigated to ascertain their relevance to an optimal cable television franchise structure. As a result, specific policies were outlined to regionalize the franchise process.

Essentially, the recommendations urged creation of an independent state telecommunications commission which would delineate regional franchise areas and a franchise authority for each region. Regional authorities were responsible for regulation of the franchise process, while the commission would function primarily as a planning agency. Other recommendations were designed to institutionalize citizen and local government imputs into the regional franchise process.

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CHICANO BROADCASTING IN DENVER, COLORADO

Nancy Magnus, M.A.
University of Colorado, 1975
Adviser: Russell E. Shain

This thesis focuses on Chicanos and public television in Denver and on Chicano broadcasters at public and commercial television stations in Denver.

Denver's public television station produces a weekly program for Chicanos. The program has a bilingual format and emphasizes information and Mexican culture of interest to the Chicano audience. Feedback, via screenings at the public station's studios and an audience survey (financed by the Corporation for Public Broadcasting and Ford Foundation), has been generally positive. Yet the program does not attract a majority of the Chicano audience in the Denver area. The Public Television station, however, attracts a large Chicano audience for its children's programs.

Chicanos working in television in Denver called for more minority programs but differed on how to achieve that goal. Interviews with the Chicano broadcasters revealed frustration as well as a sense of accomplishment over what is being done in Denver.

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A STUDY OF THE RELATIONSHIP BETWEEN DESCRIPTIVE ACCURACY AND JOURNALISM TRAINING

Lawrence M. Maloney, M.S.
Oklahoma State University, 1975
Adviser: W. J. Ward

This study sought to determine if present writing courses offered by the School of Journalism and Broadcasting at Oklahoma State were effective in helping student journalists increase their powers of descriptive accuracy and minimize reporting distortion caused by individual prejudice and bias.

A non-probability sample of 300 students in both journalism and non-journalism, of both upper and lower divisions of education, were administered a test measuring degrees of descriptive accuracy. Respondents were asked to view four cartoon slides for ten seconds and then write a description of each cartoon in five minutes.

Respondents were divided into their upper and lower standings and grouped into writing and non-writing classifications (i.e. those who had an introductory course in news-writing and those who had not.) A factorial variance analysis found the journalism majors over-all tended to be better observers than non-journalism majors.

One-dimensional analysis of variance tests applied to groupings of journalism/non-writers, journalism/writers, and non-journalism/non-writers found that journalism majors who had the basic course in news writing scored higher and, thus, tended to be better observers than did respondents in the other groups.

Finally, recommendations concerning modifications of the current news-writing course content were outlined and further study was urged, utilizing more valid sampling techniques and expanding the study to include other journalism schools in the state.

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FAMILY COMMUNICATION STRUCTURES AND PARENTAL CONTROL OF CHILDREN'S TELEVISION VIEWING

Peggy Kincannon Mangold, M.A.
Texas Tech University, 1975
Adviser: Alexis S. Tan

The primary objective of this study was to examine the relationships between family communication structures, parental perceptions of ill-effects of television, parental restrictions of children's television viewing, and parent-child television viewing time.

The study also analyzed to what extent parents adhere to the advisories run by the television industry before certain television programs considered mature in content. Generally, the study was done to provide deeper insight into the interaction of television and family communication.

A telephone questionnaire was used as the method of gathering data. The telephone survey was conducted on a simple random sample of 264 parents with at least one child between the ages of six and twelve.

Mean scores from combined items on the questionnaire provided measured for categories of each variable. Each respondent was classified into specific categories of family communication, parental perception of television's ill-effects, parental restrictions of children's television viewing, parent-child television viewing time, and certain demographic variables (i.e., sex, age, education, occupation, family size, and number of television sets per home).

Findings from the survey showed that more families in Lubbock were concept-oriented rather than socio-oriented. Age and family communication structures were significantly related. The younger parent tended to be more concept-oriented. Parents generally perceived television as moderately harmful to their children aged six to twelve. Occupation and education level of the respondent was significantly related to perceptions of television's ill-effects. Most parents perceived many television shows as too sexually oriented for their children.

A majority of the parents surveyed use a moderate degree of restrictions on their children's television viewing. Family communication structures and parental perceptions of television's ill-effects were significantly related to parental restrictions of children's television viewing. Almost 74 percent of the parents said they do adhere to the program advisories at one time or another.

The concept-oriented parent seems to be younger, less restrictive of children's television viewing, perceive less ill-effects evolving from television, and adhere less to the program advisories. The older parent and the less educated parent have higher perceptions of television's ill-effects. The older parent is more restrictive of their children's television viewing. Since the majority of the parents surveyed were concept-oriented, it can be concluded that less restrictions evolve from the individual family in controlling children's television viewing.

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TELEVISION: ITS EFFECTS ON THE NEUROMUSCULAR SYSTEM AND IN PARTICULAR ON FIXED BEHAVIOR PATTERNS: SOME ASSUMPTIONS

Marilyn Jean Maple, M.A.
University of Florida, 1975
Adviser: Kenneth Christiansen

Recent ethological and psychological investigations in various areas of behavioral study are the springboard for the analysis of possible relationships and effects of television on genetically transferred behavior patterns and the neuromuscular system.

Among the findings reported in these studies are the malfunctioning of the neural system and the interrelated organic structure of the body. The manifestations of malfunctions noted include modification or suppression of such fixed behavior patterns as touching, sucking, rocking, sexual response, communication and imprinting. The malfunctions are viewed as to their effects on individual health relative to physical as well as mental illness.

It is hypothesized in the study the increase in certain types of diseases, i.e., chronic hypertension and hormonal imbalance are influenced by the effects of television on the neuromuscular system.

Four subjects ranging in age from 11 years to 17 years are observed through the use of 8 mm film record of their behavior patterns in television viewing situations. The analysis of this film data affirms the hypothesis that television viewing is a factor influencing the malfunctioning of neural systems and the interrelated organic structures.

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THE RÔLE OF AMERICAN WAR CORRESPONDENTS IN THE WAR BETWEEN MEXICO AND THE UNITED STATES, 1846-1848

Julia Matcha, M.A.
California State University-Fullerton, 1975
Adviser: Ted Smythe

The war between the United States and Mexico in 1846-1848 was the first war to be fully and comprehensively covered by the modern press. The telegraph, although not widely distributed, was employed for the first time. Teams of correspondents flocked to the front. Leading national newspapers banded together to underwrite the cost of bringing war news by special expresses, chartered steamships and railroads to the population centers of the United States.

This thesis describes the role played by American newsmen in the development of the system of modern war correspondence, and the effect of their activities on military and political decisionmakers. It explores the reasons why the new style of war correspondence was possible and examines military and reporter relations as revealed in the Leonidas Letter case and the Court of Inquiry of General Gideon J. Pillow.

This study is based on the government records of the Court of Inquiry of General Pillow, the published reports of famous correspondents George W. Kendall and James L. Freanor and the files of New Orleans *Picayune*, the New Orleans *Delta*, the New York *Herald*, the *American Star*, and the *North American*. It also draws upon journalistic, political and military history to create a portrait of the professional reporters who reported first hand to the military and political aspects of the war with Mexico.

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ASSESSING SENIOR CITIZEN COMPREHENSION OF EMERGENCY MEDICAL SERVICES INFORMATION IN SEVEN COUNTIES OF APPALACHIAN OHIO

Sarah Minnie Mathews, M.S.
Ohio University, 1976
Adviser: Byron T. Scott

Numerous articles pertaining to emergency medical services were scored for readability with a computerized version of the Dale-Chall readability formula. Four articles with varying reading levels and concerning the Southeast Ohio Emergency Medical Service were selected for study. The original articles were shortened to 200-300 words and rewritten to a sixth-grade reading level as measured by Dale-Chall.

The various cloze story versions were administered to 234 senior citizens at six senior nutrition sites and a senior citizen club in southeastern Ohio.

The major hypothesis was that changing the readability level, as measured by Dale-Chall, would make stories easier to read, as tested with cloze procedure. Results were not as anticipated. Past findings of a high correlation between Dale-Chall and cloze scores were not borne out.

Several explanations are suggested: 1) senior citizens are not used to test situations and seemed to "give up" easily, 2) few readability tests have been administered in non-academic situations--people felt free to leave or not do the story in this research, 3) claimed physical handicaps were a problem--people forgot their glasses or were unable to write, and 4) the cloze procedure itself seemed to be a stumbling block.

The researcher examined the timing of points at which people quit reading a story. Suprisingly, lots of people quit very early, lots near the end, and few in between.

Also, most words not on the Dale-Chall list (hard words) were invariably missed on cloze.

A by-product of the study was a ranked list of "hard" words used in the EMS test stories. The three words which occurred most frequently were emergency, medical, and ambulance(s).

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AGRICULTURAL MARKET NEWS PROGRAMMING OF UNITED STATES BROADCAST MEDIA

*William H. Mattos, M.A.
University of Wisconsin, 1975
Adviser: Eugene Kroupa

The purpose of this study was to determine what radio and television stations throughout the United States are providing as agricultural market news programming. Specifically, this study sought to document (nationally and regionally) the amount, timing and completeness of broadcast agricultural market news reports.

In addition, data were collected on the local sources of market price information, how market news is broadcast, the kinds of commodity information broadcast, use of market news obtained by telephone, advertising income and local sponsorship of market news reports, and staff assigned to agricultural news programming. Agricultural programming information is also related to station power.

Data for this study were collected by mail questionnaire sent in March-April, 1975, to a random sample of United States radio and television stations.

Nationally, 63% of AM, 47% of FM and 47% of TV stations broadcast agricultural and market news. Most AM and FM stations broadcast 30 minutes or less, while two-thirds of TV stations devote 20 minutes or less of such news on the average weekday. During the average weekday 77% of AM, 76% of FM and 81% of TV farm programming is market news information.

The most popular hours for airing market news are 6-7 a.m. and 12-1 p.m. for all stations. AM, FM and TV stations carry about 12 minutes of market reports during the 6-7 a.m. slot on an average weekday. Radio stations average 12 minutes of markets at noon but TV stations carry only 9 minutes at noon on an average weekday. Market reports are mostly given as part of the regular agricultural news program or as regular spot reports.

Cash prices for beef cattle and market hogs are the most frequently reported and most complete. However, many stations do not report futures prices for livestock and grain. Local sources of market news are used by 76% of AM, 84% of FM and 91% of TV stations. A regular staff member is assigned ag and market news responsibility by 45% of AM, 59% of FM and 67% of TV stations. However, only 16% of AM, 23% of FM and 34% of TV respondents identified themselves as the farm director. More than 60% of AM, FM and TV stations got 10 percent or less advertising revenues from agriculturally-related firms.

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SHARPENING AND LEVELING OF COMMUNICATED IDEAS

Kenneth W. McBride, M.A.
University of Washington, 1975
Adviser: Richard F. Carter

This study traces the development of the concepts of sharpening and leveling, introduced by Allport and Postman in their classic rumor studies as social psychological (interpersonal) phenomena and, later, reintroduced by Kelman and Cohler as cognitive (intrapersonal) phenomena. The legitimacy and implications of this extension have been neither methodologically demonstrated nor conceptually questioned.

The study began by coping with the basic notion of a behavioral unit, in a communication context, and arrived at an idea as the basic unit of analysis. The observational tools to deal with this conceptualization were taken from the work of R. F. Carter, who introduced "PIX" as a research tool.

The study consisted of setting up rumor chains of three subjects each, providing the subjects with the capability to "picture" the message idea as well as to transmit it, and analyzing the data in idea units.

The merit of any new methodology comes from its ability to allow observations unattainable by established methods. The use of PIX as observational technique allowed inter- and intra-personal communication phenomena to be observed and compared.

The concepts of sharpening and leveling were productive when the pictured idea was the focal unit. The results clearly argue against usage of sharpening and leveling as personality traits (of an intrapersonal nature).

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AN ANALYSIS OF PRESS COVERAGE OF THE GERMAN-AMERICAN BUND BY SELECTED AMERICAN PUBLICATIONS

Gerald Joseph McCartan, M.A.
Michigan State University, 1975
Adviser: Maurice R. Cullen, Jr.

Historians having an interest in the German-American Bund have credited the American press with advancing the importance and impact of that organization beyond its actual bounds and bringing about its downfall as well. The purpose of this study is to analyze the coverage and attitudes of selected publications in relation to the Bund during its rise in the 1930s to its downfall in the early 1940s.

The publications selected for review include: the New York Times, the New York Herald Tribune, the Chicago Tribune, and the San Francisco Examiner; two opinion magazines, the New Republic and the Nation; and two news magazines, Time and Newsweek. The sample newspapers were chosen to reflect differences existing in coverage between varying geographic regions while also representing, as closely as possible, the areas where Bund regional headquarters were located: New York, Chicago and Los Angeles.

The analysis of press coverage is divided into three different periods in the movement's development and demise. The first section reviews forerunners of the Bund and its founding as the Friends of New Germany. The second section details the movement in its rise as the German-American Bund and the third section deals with its downfall.

The study supports the view advanced by some historians of the period that the press, through its coverage of the organization, initially bolstered the image of the Bund, making it appear more powerful and dangerous than it actually was. It also supports the position that later press coverage helped expose the Bund and brought about the downfall of the movement.

The study does not support the contention that the press sensationalized its coverage of Bund activities. While there were a few instances of sensationalism by the newspapers, the study found that the overall coverage was responsible, with stories handled as straight news items. The study found that many of the newsworthy events related to the Bund and covered by the press were sensational in and of themselves.

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THE NORTHERN ILLINOIS UNIVERSITY CATALOG: HOW DO THE READERS VIEW IT?

Mary F. McFadden, M.A.
Northern Illinois University, 1975
Adviser: Albert Walker

The purpose of this study was to determine how the readers of the Northern Illinois University undergraduate catalog viewed it. The catalog examined was the 1973-74 Northern Illinois University Undergraduate Catalog as prepared by the Office of Academic Publications.

The readers of the college catalog were divided into three groups: 1) enrolled students (students classified as freshmen, sophomores, juniors, and seniors who were enrolled in the spring term, 1974); 2) prospective students (students who had indicated an interest in Northern Illinois University by submitting an application for admission and had been accepted for enrollment for Fall, 1974), and 3) faculty (faculty was limited to administrators, academic advisors, and teaching faculty who helped prepare the catalog or advised students).

A total of 85 percent of the faculty returned their questionnaires. They felt the chief purpose of the catalog was as a compilation of courses (89.2 percent). However, since over half (50.0 percent) felt the catalog was a legal document between the university and the student, an authoritative document, and a promotional publication; the catalog was expected by the faculty to fulfill all four purposes.

The enrolled students, of whom 57 percent returned their questionnaires, felt the purpose of the catalog was first to list courses and requirements (93.9 percent). It also was an authoritative document to show prospective students (55.3 percent).

The prospective students (68 percent returned their questionnaires felt they needed a catalog to decide which college to attend. In fact, 55.1 percent were willing to pay for a catalog. Less than one-fourth (14.7 percent) of the students surveyed had a catalog of their own. Over half (61.8 percent) had asked for a catalog, and 86.8 percent of the students had received information from sources other than from the catalog.

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THE MONTGOMERY NEWS AND THE BLISS FAMILY

Paul M. McInerny, M.S.
Southern Illinois University, 1974
Adviser: Jim A. Hart

This study examined the Montgomery News, today known as the Hillsboro and Montgomery County News, and the family that has edited the newspaper since 1892. The methodology used was historical. Focus was centered upon the journalistic accomplishments and community involvement of the Blisses.

The News was founded in 1869 by Charles and Emma Bangs. Charles W. Bliss, a successful politician and lawyer, purchased the paper in 1892. The paper's outstanding characteristic under Charles was his humor. His monthly weather prediction column, which was widely reprinted, boosted the circulation to a world-wide level.

He also became known for his extensive activities on the educational, business and political levels of the state. Charles served as President of the Illinois Press Association and on the Board of Trustees of Southern Illinois Normal University.

Charles' son, Clinton, was with the News since 1892. He was in charge of the technical production of the paper. Unfortunately, his many accomplishments in this area were mostly credited to his father. After Charles' death in 1931, Clinton edited the paper for two years before accepting a state job.

Under the third generation of Blisses, Thomas and Robert, the News received numerous awards. In 1964, they won the Community Service Award, the highest journalism honor in Illinois. They have continued the community involvement tradition of the Blisses and still edit the News in 1974.

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THE WOMAN SUFFRAGE MOVEMENT IN OREGON AND THE OREGON PRESS

Roberta Ora McKern, M.A.
University of Oregon, 1975
Adviser: Charles Duncan

Woman suffrage was one of the longer running American reform movements. Beginning in 1848, it did not end until the Nineteenth Amendment was ratified in 1920. After four consecutive initiative campaigns, Oregon passed its woman suffrage amendment in 1912.

In all, Oregon Suffragists conducted six woman suffrage amendment campaigns. Only during the last campaign did the general Oregon press give the issue nearly unanimous support.

In the Oregon movement's formative stage, Oregon editors had used the vituperative "Oregon Style" to attack the cause's major proponents, Abigail Scott Duniway and her Portland-based New Northwest, a pro-suffrage newspaper. Most Oregon editors remained antipathetic to the cause until 1912.

In 1906, professional organizers from the National American Woman Suffrage Association supplied the state's newspapers with much more pro-suffrage material to run alongside the usual anti-suffrage material, and most newspapers did not take an editorial position.

Certain factors contributed to the antipathy of the Oregon press. Most of Oregon's suffrage activities centered around Portland. Thus, newspapers outside of Portland had less cause to cover suffrage events. Too, Mrs. Duniway, the state's dominant suffragist was stubbornly committed to the "still hunt" campaign tactic. The "still hunt" meant that public media could not be used, in order not to arouse the opposition.

By 1912 suffrage states surrounded Oregon, and this did much to alter suffrage feeling in Oregon. When everything seemed to favor passage of an Oregon woman suffrage amendment, then the majority of newspapers within the state endorsed it.

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POLICY MANUAL FOR EAST TEXAS STATE UNIVERSITY STUDENT PUBLICATIONS

Richard Warren McKinney, M.A.
East Texas State University, 1976
Adviser: W. J. Bell

The study was initiated to determine if a need existed for the development of a student publications policy manual at East Texas State University and to ascertain what features should be included in such a manual. The study was also to discover the extent to which other state-supported institutions in Texas had developed similar materials.

A survey was made to discover current levels of development and implementation of local student publications policy and procedure manuals. In schools where manuals exist, copies were obtained for reference and adaptation. A comprehensive review of ETSU Student Publications Committee minutes since 1951 was made to determine what policies already existed. An examination of press law literature dealing with the student press was made to determine the legal status of the student press.

A significant body of work is available on student press law, but interpretations of these laws and court decisions vary from campus to campus; thus the need exists for published policies and procedures.

Most universities are in the development stage in determining written publications policies that conform to legal guidelines. Few editorial policies and procedures have been established for student publications at ETSU. Business and advertising policies, though not comprehensive, are better developed and defined than editorial policies. The structure of student publications at ETSU is based more upon tradition than upon a formal establishment.

A model policy manual and a legal summary were suggested for implementation at ETSU. Wide distribution of the manual would provide maximum usage of the materials.

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PLAYGIRL: NEW PLAYER: OLD GAME

Jean Marie McMahon, M.A.
University of Oregon, 1975
Adviser: Kenneth T. Metzler

Playgirl was the first women's magazine in the United States to feature male nudes and sex information for women on a regular basis. The first issue of 600,000 copies sold out. *Playgirl*'s circulation has now stabilized around 1.5 million copies each month. The magazine is outstanding as a social and financial phenomenon, if not as a literary success.

This thesis is a descriptive and historical study of the magazine. First, it looks at the influence of certain social forces--the women's liberation movement, the sexual revolution, the world of women's magazines--on *Playgirl*'s creation. Then it looks at *Playgirl*'s editorial formula, as it was conceived, and as it developed over time. It also looks at the magazine's layout and graphic design as they evolved over the two-year period from 1973 to 1975.

Playgirl's staff encountered numerous problems in its efforts to build advertising and circulation bases. This thesis explores these problems in detail.

The conclusion gives the author's perceptions of *Playgirl*'s social significance and it outlines the major problems which the magazine's staff must face in order to bring the magazine to maturity. The greatest of these problems is to decide how to improve the editorial quality of the magazine without losing its unique sexual emphasis.

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WOMEN'S NEWS: A CHANGING IMAGE

Patricia G. McNeely, M.A.
University of South Carolina, 1975
Adviser: Henry Price

Women's interest writing in American began at a time when the well-developed magazines for females in England had fallen under the pre-Victorian influence, and except for some futile efforts by significant women in American journalism, the Victorian pattern remained virtually unchanged in newspapers until the 1960s.

At approximately the same time that the women's liberation movement became an influential sociological element in the lives of Americans, the women's news pages began changing--back, for all practical purposes, to the "equality of sexes" era of the late 1600s in England.

The purpose of this thesis is to briefly explore women's news sections in major daily newspapers in the United States and the full cycle development of women's interest writing.

A content analysis of women's news sections in *The New York Times*, *The Washington Post*, *The Milwaukee Journal*, *The San Francisco Examiner* and *The* (Columbia, S.C.) *State* in 1960 and 1975 documents the change away from society news and illustrates the trend toward general and women's features.

Women's editors contacted in a survey have divided opinions about the effect of the women's liberation movement on women's news sections; some believe there was a direct relationship between the changing women's news sections and the liberation movement while others believe there was no relationship at all.

The thesis also contains a collection of criticism and opinions by some outspoken commentators.

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FEMINISM, FEMININITY, AND THE TELEVISION SERIES: A CONTENT ANALYSIS

Jean Cahoone McNeil, M.A.
University of Illinois, 1975
Adviser: Edward F. Douglass

This study examined sex-role imagery in a sample of 279 characters on network prime time fictional format series programs during March and April 1973.

Data were obtained relative to each character's role, marital and parental status, employment, health, major problems, and primary relationship; the focus of character action; the presence of feminist characters or issues; use of force; victimization; performance of household tasks; and use of orders, permissions, and titles of respect in job situations. Reliability ranged from 72% to 100% and averaged 92%.

Four of the eight hypotheses were strongly supported: that female characters are fewer and less significant; that women workers are depicted in traditionally female occupations, as subordinates to men, with little prestige or power; that female characters are more personally and less professionally oriented than are males; and that series programming does not reflect the existence of the feminist movement.

The remaining four were conditionally supported, subject to limitations of sample size. These were: that marriage and parenthood are depicted as more central to women's lives than to men's; that female characters evidence more passivity than do males; that series television portrays the traditional division of labor in marriage; and that females are depicted as physically weaker than males.

Overall, female imagery on dramatic series programs was found to be largely traditional. Since television plays a major role in socialization of viewers of all ages, it was concluded that the probable effect would be to reinforce existing images of women, and to impede the development of alternatives.

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A CONTENT ANALYSIS OF NEWSPAPER COVERAGE GIVEN VENEREAL DISEASE BY WISCONSIN DAILY & WEEKLY NEWSPAPERS

Lynn Kraemer Mecklenburg, M.S.
University of Wisconsin, 1975
Adviser: Nellie McCannon

The purpose of this content analysis was two-fold: to determine the educational efforts exhibited by Wisconsin's daily and weekly newspapers from November 1, 1971--August 31, 1972 with the subject of venereal disease and to assess each newspaper's societal monitoring function.

Both the educational and monitoring roles have been assigned newspapers over the years, and the author felt venereal disease presented a good subject for which newspapers could serve the public through good medical coverage, not necessarily timely in the news sense.

A content analysis was done on all articles collected during the nine month period to determine what kind of venereal disease information was imparted to the public. Articles were divided into four categories: 1) those in which venereal disease was the subject but no medical information was given; 2) those in which venereal disease was not the subject but was mentioned (non-medically) in the ensuing discussion; 3) those in which venereal disease was the subject and some medical information was given but the purpose of the story was not to impart medical information; and 4) articles which purposely acquainted readers with medical information about venereal disease.

Daily and weekly newspapers were analyzed separately. All medical information was compared to medical data provided by Tim Tillotsen of the UW-Madison Health Service.

The author found that newspapers presented very little medical information about venereal disease. Of the 191 articles in the study, 70 percent presented no medical information about syphilis, gonorrhea or both. Seven percent of the 191 articles fell into Category IV but twelve of these fourteen stores were written by nationally syndicated columnists.

To assess the effort shown by newspapers to monitor venereal disease as a social issue, each article was examined for individual newspaper initiative in presenting information about venereal disease as a non-news item in the timely sense. The author found that newspapers generally reflected society's actions by monitoring events as they occurred in the timely news sense. There were few instances when venereal disease was discussed with no "event" surrounding the story.

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SEX-TYPING IN DRAMATIZATIONS OF ADVISING PRESENTED DURING TELEVISION COMMERCIALS

Eileen Rose Meehan, M.A.
University of Pennsylvania, 1975
Adviser: George Gerbner

Commercials which present dramatizations of advising constitute approximately 20% of the commercials aired over television during 42 hours each of afternoon and prime time viewing.

Two coders described these ads using a coding instrument which requested both population characteristics as well as characteristics of the advising event (i.e., setting, type of advice, interpersonal relationships, and dramatic rationale).

The population was found to be primarily white and adult, to be almost evenly split between advisors and advisees as well as between males and females. The fairly rare occurences of the initiator role depicted slightly more males than females in that role.

This apparent equanimity was found to be somewhat misleading when the sample was examined in terms of distribution of context, et al., according to the four possible configurations of sex and role in the sample. Data gained through this further examination suggests that the dramatizations of advising presented during these ads utilize traditional sex-types.

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AN EXPERIMENTAL STUDY OF READER RESPONSE TO A SCIENCE PAGE IN A NEWSPAPER

Lois Ruskai Melina, M.A.
The Ohio State University, 1976
Adviser: Galen Rarick

The purposes of this study are to determine whether readership of science articles is affected by grouping them on a science page in a newspaper and to provide additional evidence concerning the preferences of readers for or against such a science page.

The study shows that readership of science news does not necessarily increase with a science page in a newspaper, but clearly does not decrease with such a page. Most of the subjects preferred a science page in a newspaper to having the science articles interspersed throughout the newspaper, and most of those who preferred a science page thought such a page would increase their readership of science news.

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A CONTENT ANALYSIS OF NEWSPAPER COVERAGE BY THE BATON ROUGE MORNING ADVOCATE AND STATE-TIMES OF THE 1974 LOUISIANA SIXTH CONGRESSIONAL DISTRICT GENERAL PRIMARY CAMPAIGNS

Lawrence A. Michaud, M.J.
Louisiana State University, 1975
Adviser: Ronald G. Hicks

The performance of the Baton Rouge Morning Advocate and State-Times is Louisiana's 1974 Sixth Congressional District general primary campaign and a court-ordered rerun of the same campaign was tested through content analysis.

All news items, both articles and photographs, during 79 days of the two campaigns were tabulated according to item count, column inch count and attention score.

All items were then coded by a panel of three in terms of direction, that is, favorableness, unfavorableness or neutrality toward the two candidates involved.

The distribution of the coded direction was computed by two tests, a simple percentage and a coefficient of imbalance, to determine if the two newspapers treated the candidates equally in their coverage of the campaigns.

The results illustrated the candidates were treated fairly at the .05 significance level, although the Republican candidate was slightly favored.

The two newspapers in this study are owned by the Manship family, which, by virtue of electronic media holdings, exercises a regional-media monopoly.

Such media concentrations have come under recent attack by the Federal Communications Commission (FCC) which has required divestiture of cross-media holdings in the same locality where "real competition" was lacking.

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MARGARET BOURKE-WHITE: THE PHOTOJOURNALIST AND THE WOMAN

Lucille Scott Midcap, M.A.
University of Florida, 1976
Adviser: Harry H. Griggs

Aspects of Margaret Bourke-White's skills as a photojournalist and of her personality are described. Library research was augmented by interviews with persons who knew her.

Among primary sources are Peggy Smith Sargent, former picture editor and film editor at LIFE magazine and former secretary at the Bourke-White Studio; Rae O. Weimer, former managing editor of PM; and Dick Pollard, former director of photography at LIFE.

Bourke-White's success and fame seem to have been the result of a combination of factors. Courageous, determined, strong-willed and lucky, she possessed a keen eye for striking photographic composition. She was ambitious and at times showed little consideration for others. The fact that she was a woman working in a competitive man's world seemed to have contributed to her visibility and concurrently to her success.

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NEWS DIRECTOR PREFERENCES IN CHARACTERISTICS AND ABILITIES OF TV NEWS REPORTERS

Donald W. Miles, M.A.
University of Florida, 1976
Adviser: Mickie N. Edwardson

The opinions of news directors at all Florida commercial TV stations were investigated regarding "important" or "unimportant" characteristics for evaluating or making other management decisions which involve the job of "writer-reporter."

A 21-factor list developed through conversations with broadcast employees and University of Florida Broadcasting faculty was mailed to twenty-nine Florida news directors.

The study revealed that "accuracy" and "integrity" were considered the most important characteristics, while "ability to operate newsroom machinery" was viewed as least important.

News directors from the twelve "small" stations (with fewer than ten full-time news employees) and those from the thirteen "large" stations (with ten or more full-time news employees) were substantially in agreement on the importance of all but one of the twenty-one factors. "Initiative" was rated with a mean score of 5.6 by news directors from small stations (with a standard deviation of 1.2), but with a mean score of 6.5 by those from large stations (with a standard deviation of .66). For all of the other factors, differences were not significant at the .05 level.

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FROM KUNKIN TO GOLDBERG: HOW TWO LOS ANGELES FREE PRESS EDITORS VIEW THE WORLD

Suzanne David Montoya, M.A.
California State University-Northridge, 1975
Adviser: Joseph M. Webb

In 1973 editorship of one of the major underground newspapers, the Los Angeles Free Press, changed for the first time since its founding in 1964. The original editor and publisher, Art Kunkin, was fired in August of that year, and former Free Press city editor Jerry Goldberg assumed the editor's role.

This study involves a symbolic analysis of eight of Kunkin's articles and ten of Goldberg's selections appearing in 1973 issues of the Los Angeles Free Press. Using Kenneth Burke's method of study, the legal, informational, and personal symbols of each of the two writers are examined.

The symbolic world of each of the two editors is then related to the historical time periods when Kunkin and Goldberg each guided the Free Press.

Results indicate that Kunkin writes in a more negative but personal manner somewhat because of the more violent time period when he was editor of the newspaper. Goldberg, relating to a calmer historical period, tends to view the situation in a more hopeful but a somewhat less personal manner.

Finally, speculation is offered into the possibility of the transition from the writings of Kunkin to those of Goldberg as being characteristic of the future underground press of the 1970s.

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A COMPARISON OF THE PROFESSIONAL ORIENTATION OF MEN AND WOMEN JOURNALISTS

Judith Ann Moore, M.A.
University of Florida, 1976
Adviser: John L. Griffith

This study compared the professional orientation of men and women journalists and examined obstacles to professionalization which may be sex related. A questionnaire was submitted to 43 men and women journalists at the Florida-Times Union and the Gainesville Sun.

Men and women journalists were very similar both in what they wanted and what they received from a job. Both showed similar levels of interest in both professional and nonprofessional aspects of the job. Notably, men gave more importance to autonomy and advancement factors than women journalists but less importance to salary, relations with co-workers and having a job that does not disrupt family life.

Women were more satisfied with their jobs than males. Men were less satisfied with autonomy, advancement, relations with co-workers and women were less satisfied with salary and having a job that does not disrupt family life.

More females were ranked as professionals than males. Women professionals were more often younger, lower paid, less experienced, less well read, and less often a college graduate than males. Professionals were better educated and more experienced than semi-professionals. Professionals also were younger, employed by a large paper and more well read than semi-professionals.

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THE U.S. PRESS AND CHILE: "ALL THE NEWS THAT'S FIT TO PRINT"

Maria Teresa Moraes, M.A.
The American University, 1975
Adviser: Jack E. Orwant

The patterns of reporting and editorializing on Chile in the major daily press of the United States (the New York Times, the Washington Post, the Wall Street Journal, and the Christian Science Monitor) are analyzed during the two months preceding and following the military coup of September 1973.

A methodology which is not based on quantitative analysis is developed to reveal the latent ideological content of the articles. The coverage is proved to be intrinsically biased, reflecting the interests of the American economic establishment and the overall perspective of the United States' foreign policy in Latin America.

A comparison is made with two European newspapers (Le Monde and the Manchester Guardian) to reveal the process of selection and manipulation of information.

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THE STATUS OF WOMEN NEWSPAPER EXECUTIVES

Dianne Donovan Mosley, M.A.
University of Missouri, 1975
Adviser: Ernest C. Morgan

This thesis attempts to form some general conclusions concerning the position of women journalists on daily newspaper staffs in the United States.

Two hypotheses were examined: 1) There is a trend toward the advancement of women to executive positions on American daily newspaper; and 2) Inequities based on sex exist in both opportunities for advancement and, once advancement has been made, in salary levels on American daily newspapers.

The study deals with women journalists on the executive level, i.e., managing editors, associate managing editors, assistant editors, city editors, and news editors.

The author received responses from 44.3 percent of the questionnaire recipients. Although questionnaires were sent to 196 women and 196 men, more than twice as many men responded as women.

Respondents were divided into those working for papers with circulations of less than 10,000 and those working for papers with circulations of 10,000 and over. Information from the returned questionnaires was punched onto cards and run through a computer. Major findings were:

1) the number of women executives on U.S. daily newspapers is increasing, particularly on the larger circulation papers; 2) approximately 11 percent of U.S. daily newspapers had women executives on their staffs in 1973; 3) women executives on both large and small circulation papers are paid significantly less than their male counterparts; 4) on small circulation papers, women executives have significantly less formal educa-

tion than do men executives, but on larger circulation papers there is no significant difference; and 5) male executives on larger circulation papers have significantly more reporting experience than female executives.

These findings indicate that there is a trend toward the hiring and promotion of women to executive positions, but the trend has been a very slow one. The vast majority of U.S. dailies still have no women in such positions. Also, the women who do attain executive status face salary discrimination there. U.S. dailies pay women executives less--much less--than men in the same positions with about the same backgrounds and experience.

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DEVELOPMENTAL IMPLICATIONS AND LIMITATIONS FOR USING FILM IN TELEVISION NEWS PROGRAMS FOR CHILDREN

Carol Ann Murphy, M.A.
University of Wisconsin, 1976
Adviser: James L. Hoyt

This project was undertaken to study the impact of film in television news programs for children, and assess how the use of film had different utility for children of different ages.

First, third and fifth graders were used in the study to represent a spectrum of cognitive developmental levels and important transition times in early grade school. The children watched a simulated, five-minute program in an experimental setup which varied the amount of film content.

Analysis showed that both age and high film viewing condition produced significant differences in total story recall ability. There was a linear, age-wise improvement in reported story recall for the subjects. Children who saw the news stories accompanied by film were also more likely to recall them than a similar group watching with no film.

There was also a significant interaction between children's grade level (age) and high film viewing condition. First grade children who saw the news program in which stories were accompanied by film improved most in ability to recall the stories. The improvement was less dramatic for the other two age groups.

For five of the seven stories, there was also a main effect for grade level (age) in accounting for number of individual story information items recalled. Presence of film was significant in increasing recall in two of those five stories.

For six of the seven stories, increasing grade level (age) produced significant increases in level of children's story understanding. Presence of film increased story understanding level for two of the stories.

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ALONG FREEDOM'S DOUBLE EDGE: THE ARAB PRESS UNDER ISRAELI OCCUPATION

Munir K. Nasser, M.A.
University of South Carolina, 1974
Adviser: Kenneth Starck

The Arab press under Israeli occupation today represents a unique phenomenon in the history of the Middle East press and a peculiar case in the history of military occupations. The significance of this press lies in the fact that it is allowed a limited amount of freedom to criticise and attack both Israeli and Arab policies. Although this "freedom" has been utilized by the Israeli occupiers as a safety valve to absorb mass tension, it also serves as a public outlet for the thoughts and feelings of the Palestinian Arabs under occupation.

In addition to its survey of the Arab press under occupation, this study attempts to examine the first hypothesis that "freedom" of this press is "relative and controlled." At the same time, information and discussion presented in this study attempt to support the second hypothesis that "freedom" of the Arab press under occupation is a two-edged sword serving both Israeli interests and Arab population.

In their attempt to portray their "liberal" occupation to the outside world, Israeli officials claim that the Arabs in the occupied areas enjoy a great deal of liberty and freedom of expression. Israel's major aim is to establish normalization in the occupied areas. By allowing a somewhat "free" press, the Israelis try to achieve several aims: to release mass tension through free criticism; to encourage extreme writings among opposing views regarding the future of the occupied areas in order to keep Arab public opinion puzzled and divided; to discourage the establishment of underground press and to utilize the Arab press as a channel of propaganda for Israeli achievements in the occupied areas.

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THE CREATIVE PERSON IN SOCIAL PERSPECTIVE

Alexander A. Nesterenko, M.A.
University of Iowa, 1976
Advisers: Albert D. Talbott, William Stephenson, Kenneth Starck

Creativity, in the social sciences, is most often examined from a categorical point of view. That is, creativity is assumed to be a mental state or quality. Further, creativity research, empirical or impressionistic, places considerable emphasis upon the differences between the so-called creative person and the rest of society. It is an undercurrent in creativity research that the creative person is removed from the mainstreams of society and that his ideas are not well communicated to society through his creative productivity.

In this study a recognized creative person W. Eugene Smith, is examined in terms of the communication of his ideas through his photography. Smith was chosen because of his wide acceptance both in art and journalism as a leader in photography.

An important theme throughout all of Smith's work is "man's inhumanity to man." Thirty-seven persons (artists, journalists, media gatekeepers, communication scholars, and lay-audience) were asked to Q-sort thirty-two of Smith's photographs. The data were then analyzed establishing factors of people and photographs as factor scores. The analysis revealed but a single factor with two subtle deviations from the general factor. Needless to say, the two factors were highly correlated.

The single general factor supports the notion that the creative person can communicate his ideas to the rest of society without much deviation from a common theme.

One implication of the study is that creativity research should not strive to find what distinguishes the creative person from others, but rather to understand the creative person as a very able communicator of his ideas.

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ART AND MONEY: DECISION-MAKING AT THE NATIONAL ENDOWMENT FOR THE ARTS

Thomas R. Newman, M.A.
University of Pennsylvania, 1975
Adviser: Virginia H. Ingersoll

The study proceeds on two fronts: first, it examines the organizational context of the decision-making processes of the National Endowment for the Arts in an effort to understand the agency's procedures (both public and private) for awarding grants; second, it illustrates the typical distribution of those grants to show the immediate outcomes of that decision-making process.

The staff, it is found, communicates to their outside advisers in such a way as to effectively constrain the kinds of recommendations the advisers make. Regional geographic distribution is selected as the feature to demonstrate a rationalized criterion imposed by the staff on an essentially subjective process of artistic evaluation.

Methodologies used in the study include a content analysis of the Annual Reports of the agency and focused interviews with Endowment staff. The outside advisers are also investigated through informal observation of a meeting of advisers, an interview with one Advisory Panel member, and a telephone survey.

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LATIN--LATIN AMERICAN NEWS AGENCY

John Spicer Nichols, M.A.
University of Minnesota, 1974
Adviser: Robert Lindsay

The establishment of a regional news agency for Latin America to improve the balance of news flow and increase the transmission of news more applicable to regional problems has been often proposed. Despite wide acceptance of the concept, the birth of the Third World's first regional news agency, Agencia Latinoamericana de Informacion (LATIN), has gone virtually unnoticed.

The thesis documents the history and current operation of LATIN and discusses the political and economic problems that have beset the agency during its formative years.

Interviews with LATIN staff and management, other Latin American journalists and scholars indicate that LATIN is not a failure, as rumored, but rather a small, increasingly viable force in Latin American mass communication. Content analysis of wire service content of newspapers using LATIN supports the thesis that LATIN material is widely used throughout Latin America.

Content analysis also reveals that LATIN appears to have changed its original objectives and now challenges the international wire services for a share of the hard news market in Latin America. Although experiencing some resistance from the established wire services, LATIN has been successful in its new competitive role.

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RELIGIOUS AND ICONIC IMPLICATIONS OF TELEVISED CORPORATE OIL ADVERTISING, 1969-1974

Joseph Bruce Nichols, Jr., M.A.
University of Pennsylvania, 1976
Adviser: Robert L. Shayon

The study used a combination of empirical and analogical methods to examine the religious and iconic corporate oil advertising.

Forty-nine commercials produced in 1969 and 1974 by three major oil conglomerates were analysed with the following questions in mind: 1) How does the institutional context effect the production process and the eventual social significance of the commercials? 2) How resistant is the institution public image (as represented in the commercials) to external circumstances? 3) What dogmatic presuppositions emerged within the recurring morphological structures of the commercials? 4) How do the form, content and distribution of the commercials compare with the historic use of iconic presentations of dogma, morality and ritual by religious institutions?

A content analysis designed to measure the use of ethical, depth and authority vocabularies within the linguistic subcodes of the commercials found significant use of such concepts across all three companies. Traditionally the province of religion, these concepts maintain constant levels across both years, suggesting public images oblivious to external circumstances.

Iconic analysis was applied to the visual structure in order to examine the existing points of reference within the symbolic world of the commercials. Here, most traditional roles and institutions disappeared; corporate technology dominated the imagery, representing the corporations as the great ordering forces behind modern society. This emphasis grew in 1974, along with the presentation of corporate planning for the future. The visual format was compared with several examples of religious iconography to suggest techniques of representing institutional power, order and morality.

Morphological analysis of the narrative structure revealed consistent patterns: corporate advertising must create a story emphasizing the value of the corporation in society. Specific linguistic constraints--semantic, syntactic, and stylistic--suggest that the commercials used a "quasi-natural" language similar to those found in traditional narrative and folktales.

It is argued that symbolic world-views such as found in these commercials are part of a contextualizing, boundary-setting discourse for maintaining culture-wide existence theorems. Their appearance now may be due to a perceived need for order on the part of the corporations as much as to external political or economic causes. The empirical evidence and the strategic distribution of the commercials suggest that they are analogous with earlier usage of iconic forms in the service of religious world-views.

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CONNECTICUT CABLE AND PUBLIC UTILITY

David L. Nicoll, M.A.
University of Pennsylvania, 1975
Advisers: Robert L. Shayon,
William H. Melody

The study analyzed the public utility concept with reference to the applicability of traditional state public utility regulation to cable television. Connecticut was used as a case study. The state has the distinction of being the first to regulate cable at the state level and the last to contain an operational system.

The first two chapters set forth a brief history of the development of the public utility concept, with specific reference to the most common role of utility regulation, the setting of permitted profit levels. It is suggested that traditional utilities predated the apparatus which regulated them, while helping to mold that apparatus to fit their needs when it was imposed. Cable, to the contrary, when regulated by state utility commissions, was faced with a mature regulatory scheme oblivious to its specific needs.

Chapters III and IV demonstrate that there ensued all of the difficulties which are to be expected when a sixty-year-old (the approximate age of the PUC) attempts an intellectual conversation with an infant. Development of Connecticut's cable industry was first blocked by the Southern New England Telephone Company, which perceived cable as a competitive threat. It was later deterred by the state's broadcasters and an FCC imposed "freeze" on further importation of distant signals. The operators themselves deserve condiderable credit for the slowness of industry growth.

Finally, recommendations for improving Connecticut's cable regulatory scheme are presented. They are designed to begin to redress the public policy errors of nearly two decades as regards Connecticut cable.

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A STUDY OF RETAIL ADVERTISER AND GENERAL POPULATION ATTITUDES TOWARD THE MEDIA OF ALVA, OKLAHOMA

Mark R. Norman, M.S.
Oklahoma State University, 1975
Adviser: J. W. Rhea

This was a study of the image of a local radio station and the newspaper in the community of Alva, Oklahoma. The semantic differential was used to gather data from two populations in this study: retail advertisers and the general population.

Four concepts were devised from the local radio station and four from the local newspaper. Concepts were rated by the populations across three semantic meaning dimensions. A 24 x 24 correlation matrix was generated for the general population and retail advertisers. Factor analysis was applied to the general population and retail advertisers.

Advertisers' mean scores were significant because the entire population was drawn. The general population was divided into six sex-by-age groups and variance analyzed for differences between concepts, between dimensions and interactive effects.

Retail advertisers held a fair image of the media in Alva. The concepts and dimensions indicated various differences, but the over-all image was fair. There were varying images of the concept-dimensions, as seen by the six sex-by-age groups, but the over-all image held by the general population toward the media again was fair. Semantic meaning dimensions did not differ significantly in most of the six sex-by-age groups. The over-all image of the media in Alva was fair. The media need to examine their role to find methods of improvement.

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THE SWEDISH IMMIGRANT PRESS IN MINNESOTA

Janet Nyberg, M.A.
University of Missouri, 1975
Adviser: William H. Taft

The emphasis of this study is on the Swedish language newspapers in Minnesota--their number, their duration, their characteristics and their demise. The thesis covers the period in which Swedish language newspapers were published in Minnesota--1857 to 1940.

It briefly explains the Swedish emigration and the reasons for the Swedish migration to Minnesota, the impetus to establishing newspapers in other parts of the United States (about 1200 in all) and in Minnesota.

This thesis discusses the two most influential newspapers in Minnesota, and lists all of the Swedish-language newspapers, about

110, which could be traced to Minnesota. The thesis discusses the religious, political and wartime influences on the Minnesota Swedish-language newspapers. It explains the decline of the newspapers in Minnesota and the outlook for the eight existing Swedish-language newspapers in the United States.

The information for this thesis was gathered from interviews with two former editors, many books, and periodicals and newspapers on file at the Minnesota Historical Society. The thesis is not illustrated.

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SOL MILLER: A FRONTIER EDITOR LOOKS AT EARLY KANSAS POLITICAL FIGURES

Connie L. Parish, M.S.
University of Kansas, 1976
Adviser: Calder M. Pickett

Sol Miller, editor of the Kansas Chief, was one of the first five editors to be named to the Kansas Newspaper Hall of Fame at the William Allen White School of Journalism at the University of Kansas. He was controversial, vitriolic, and sometimes wrong, but his colorful writing and his courage in speaking out on unpopular issues made him one of the outstanding frontier journalists.

Miller's Chief, edited first at White Cloud and later at Troy, is the oldest weekly newspaper in the state to survive under its original name. Thus it provides a good picture of the early political era in Kansas. Because Miller also served in the state legislature for five terms, he came to know many of the public figures personally.

The thesis dwells on his perception of personalities and indirectly some of the issues of early Kansas politics, from 1857 to 1872. Miller began editing the Chief in 1857, and the concluding date seemed to signal a new era in Kansas politics. The last of the old guard politicians, Samuel Pomeroy, came crashing to an ignominious defeat that year.

The political figures studied are Senator James Lane, Governor Charles Robinson, Governor Thomas Carney, Senator Edmund G. Ross, and Senator Pomeroy. A part of the study also deals with Miller's well-known barbed editorial exchanges with neighboring editors.

The thesis also attempts to capture the essence of Sol Miller, the man, and the biting satirist.

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HEALTH COMMUNICATION PATTERNS AMONG SUBURBAN MOTHERS OF YOUNG CHILDREN

Linda R. Park, M.A.
University of Pennsylvania, 1975
Adviser: Charles R. Wright

Suburban mothers of young children were interviewed about their sources of information about health. They were asked: 1) what health-related issues they sought from the mass media; 2) with whom these issues were discussed; 3) what importance they attached to the media information; 4) what illnesses had occurred in the family and with whom they were discussed; and 5) with whom they exchanged opinions about health matters.

These questions provided data for a qualitative analysis of these mothers' roles in the health information exchange system which included their friends and families.

Respondents sought the mass media information they considered most relevant to their families' health and discussed it most often with friends. Everyday health concerns, by contrast, were most often discussed with husbands. Respondents claimed that they rarely sought the opinions of others about health matters, but that others sought theirs once in a while.

Using the print media as an indicator, respondents were classified into high, low, and medium users of the mass media. High users discussed health frequently and sought further information from other sources. Low users viewed the mass media with mistrust and generally avoided discussions of health.

The major conclusions were: 1) that health information obtained from the media and interpersonal sources served different but overlapping functions, and 2) that health information was exchanged with friends and husbands for different purposes.

Women sought health information from the media primarily to become more aware of preventive health measures, long-term health care habits, and emergency procedures. Exchanges with friends reinforced their continuous search for health knowledge. Such knowledge was seen by them as necessary to the woman's role as health guardian of her family.

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A COMPARATIVE ANALYSIS OF PRESS COVERAGE OF THE 1974 CYPRUS CRISIS BY THE TURKISH NEWSPAPER, CUMHURIYET, AND THE GREEK NEWSPAPER TO VIMA

Yorgo Pasadeos, M.A.
North Texas State University, 1975
Adviser: Tae Guk Kim

This study is concerned with determining whether the Turkish newspaper, Cumhuriyet, and the Greek newspaper, To Vima, differed in their coverage of the 1974 Cyprus crisis.

Issues of the newspapers covering the period, July 16--August 31, 1974, were examined. News items related to the crisis were categorized as hard news, soft news, editorials, and illustrations. Totals for each category were measured in column inches and converted to percentages of total available space in each newspaper. Categories were added to obtain total coverage of the crisis by each newspaper.

This study concludes that Cumhuriyet devoted proportionately more coverage to the crisis than To Vima, in both total coverage and all news categories.

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A STUDY OF ADVERTISING APPEALS FROM SELECTED ADVERTISEMENTS IN THE LADIES' HOME JOURNAL FROM 1920-1973

Janice Sue Rassovoy, M.A.
University of Oregon, 1975
Adviser: Willis L. Winter

The purpose of this study is to determine the frequency of appearance of psychological appeals used in advertising directed specifically at the female audience of the Ladies' Home Journal.

The conclusions which have been drawn in this study are derived from a sample of 2,160 advertisements selected in a systematic fashion from 108 issues, representing fifty-four years of this magazine.

The heart of the findings of this study is found in the twenty-eight tables and accompanying highlights written in long hand fashion and found in the body of the text.

A tremendous amount of information resulted from this study and a few of the more interesting findings are as follows:

1) The most widely used appeal was the appeal of "Good Taste," found in 683 of the 2,160 advertisements.

2) Only 2.7 percent of all the psychological appeals found in the study were those of "Sex Appeal/Romance," seemingly going contrary to the beliefs of many that sex is used to sell everything in advertising.

3) The study includes 641 advertisements for food, and yet only 35 of these contained appeals of "Love," which suggests that women have not been led to believe that the fastest way to a man's heart is through his stomach by reading advertisements in the Journal.

A host of additional findings can be found in this thesis, and yet only a portion of the data has yet been exploited.

This study is meant to be used by practitioners and students of advertising as a quick and valuable reference source for those interested in the various psychological appeals which have been employed in advertising directed primarily at women.

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A MODEL FUND-RAISING AND DEVELOPMENT PROGRAM FOR FLORIDA COLLEGES AND UNIVERSITIES

Francine Dee Patarino, M.A.
University of Florida, 1974
Adviser: Glenn A. Butler

This paper presents a model fund-raising and development program for Florida colleges and universities. The composite, or model program, resulted from the study of development programs established at, and fund-raising techniques employed by, selected colleges and universities.

Three categories of schools were used: private coeducational colleges and universities; public colleges and universities; and junior colleges.

Information was obtained from responses to a mailed questionnaire and personal interviews conducted with fund-raising and development officers at the colleges and universities. The model program was established based on these responses as well as data collected from current publications and general recommendations.

Specific areas covered in the paper included: the manner in which funds are raised; the personnel required to implement a development program; and the criteria needed to effectively design a development program.

The model program seeks to incorporate the most effective fund-raising and development program methods into a single program that can be adopted and/or adapted by Florida colleges and universities.

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MUCKRAKING, PROPRIETARY MEDICINE ADVERTISING, AND THE PURE FOOD AND DRUGS ACT: A STUDY OF INTERRELATIONSHIPS

Kenneth O. Peake, M.A.

California State University-Fullerton, 1976

Adviser: Ted Smythe

The thesis is an investigation of the 1906 Pure Food and Drugs Act in relation to muckraking and proprietary medicine advertising.

Preliminary reviews of the literature indicated a lack of investigation in this area. It seemed that a certain sequence of events may not have been analyzed correctly and that certain individuals may not have been given proper credit for their role in securing legislation.

Within the structure of the working hypothesis, three elements, muckraking, proprietary medicine advertising and the passage and content of the Act, are related to each other. Two methods of analysis, chronological and content, are applied to the data according to the framework of the working hypothesis.

The study revealed that the muckrakers appeared to be the most important element in the effort to pass the Act and that the principal subject of the muckrakers' attack on the proprietary medicine industry was ignored by the Act.

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A PERSUASIVE AND INFORMATIVE COMMUNICATION PROGRAM BASED ON AUDIENCE ANALYSIS

Ardell Louis Persinger, Jr., M.S.

Iowa State University, 1975

Adviser: J. Paul Yarbrough

This thesis deals with the design and implementation of an experimental communication program to teach basic environmental concepts, giving farmers a new theoretical framework in which to view complex agricultural pollution problems. The framework includes major patterns, structures, principles, and generalizations, as well as how they interrelate.

The program is based on an intensive predispositional analysis which showed that conservation adoption behavior is the result of a complex relationship among many factors.

Though limited, studies of previous efforts with similar communication problems stress the need for a thorough knowledge of relevant audience predispositions and suggest communication of more abstract kinds of knowledge and use of interpersonal means and audience participation.

The basic communication vehicle in this program is a newsletter series with personalized cover letter and feedback channels. Materials are cumulative and are intended to serve as the beginning of environmental communication, making it easy for farmers to continue such communication with program information sources.

A preliminary evaluation suggests that future efforts at changing theoretical frameworks should give more attention to "activity-eliciting potential" of the program, more active participation of information sources, and imaginative uses and combinations of channels. Also, an effective project design should separate message development and field research with completed message packages, to allow proper attention to message preparation and timing, and to permit pretesting of message content and treatment.

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INDIRECT MEASURES OF THE RELATIVE STATUS OF THE AUTHOR VERSUS THE ILLUSTRATOR WITHIN THE ART FORM OF THE AMERICAN NARRATIVE PICTURE BOOK FOR CHILDREN, 1938-1974

Peggy Whalen Petrino, M.A.
University of Pennsylvania, 1975
Adviser: Larry Gross

Given the children's picture book as a form of mixed-modal narrative where the pictures and words are, by definition, on relatively equal footing, this study attempts to investigate the differential emphasis placed on pictures and words and the status conferred on their respective creators--the illustrator and author--by influential participants in the picture book world.

Indirect measures are taken of the conferral of status by publishers (in the form of presence, ordering and emphasis of role information of picture books themselves) and by librarian-reviewers (in the form of comparative treatment of pictures and words within reviews).

Analysis of the data reveals an overall "verbal bias" in both publishers' and librarian-reviewers' conferral of status, with a trend toward increased recognition and improved status for the illustrator and the visual mode. Further more, there appears to be a possible shift toward recognition of the designer role and of the picture book as an holistic unit wherein elements of mixed-modal narrative and design are integrated.

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A COMPARISON OF AUDIENCE RESEARCH TECHNIQUES FOR A MILITARY JOURNAL

James D. Pfannenstiel, M.A.
Indiana University, 1975
Adviser: Cleveland Wilhoit

This readership survey measured readers' attitudes and opinions toward the Navy Chaplains Bulletin, a 16 page journal of information relative to religious ministry in the Naval Service. It is published quarterly by the Navy Chief of Chaplains and is received by all active duty, reserve, and retired Navy Chaplains. The study was accomplished by use of a readership questionnaire.

Two survey research techniques were employed utilizing the same questionnaire. The resulting data were tabulated separately and formed the basis for accomplishing the study's objectives: to measure reader response, and to compare research methodology.

One research technique was a random survey accomplished by sending a survey questionnaire to a systematic random sampling of the Navy Chaplain Corps population. The other, a convenience survey, was conducted among readers who responded to the questionnaire when it appeared in a regularly published issue of the Bulletin.

The data were tabulated and analyzed according to the major categories of chaplains--active duty, reserve, retires. Further analysis was based on chaplains' rank/pay grade (captain, commander, lieutenant commander, lieutenant). Two broad categories, Protestant-Catholic, provided additional basis for comparison and analysis.

The questionnaire contained 30 objective and open-ended questions plus a semantic-differential scale. Responses numbered 512. The surveys yielded highly comparable data from comparable numbers of eespondents in each category. As a result of the study important changes were made in the Bulletin's content and format.

It can be concluded: that the Bulletin is a necessary vehicle for information relating to ministry; that most content is accepted and relevant; that junior ranking respondents, Catholics in particular, are more critical of the Bulletin's content and usefulness than senior respondents and Protestants in particular; that readers' attitudes and opinions toward a military publication can be measured by use of an in-issue convenience questionnaire.

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STUDENT ATTITUDES TOWARD ADVERTISING: A Q-ANALYSIS

John M. Planchon, M.A.
University of Missouri, 1975
Adviser: Keith P. Sanders

The purpose of this thesis was to study the development and accentuation of students' attitudes toward advertising at the University of Missouri School of Journalism.

Seventy-three students made up the student sample. There were juniors, seniors and graduate students from each of the school's six sequences. Also there were four pre-journalism students in the student sample. Thirty faculty comprised the faculty sample. There were faculty from each sequence except magazine.

The respondents were asked to sort a Q-deck containing 44 statements about advertising according to the way they felt about advertising in general. Then factor analyses were completed for the student and faculty samples.

With the exception of advertising students, factor structure did not develop along sequence lines. The three student factors emerged. The Whole-Hearted Backer who completely supported advertising and did not think advertising was powerful enough to force behavior or attitude patterns on people. All advertising students were on this factor.

The Frightened Critic who thought advertising was necessary, but feared its power to influence people; and The Aloof Critic who thought his behavior and attitudes were unaffected by advertising, but felt insulted by advertising's low intellectual level.

Five factors emerged from the faculty sample: The Angry Critic; The Cautious Critic; The Whole-Hearted Supporter; The Passive Supporter; and The Supporter of Freedom of the Press for all Media Messages. Although there was an identifiable factor for each sequence, faculty except for advertising, did not factor along sequence lines.

Three factors emerged when the faculty factors were treated as variables with the student sample. All faculty factors were factorially pure. However, only advertising students factored with the faculty of their sequence. Except for the advertising students, no evidence was found to indicate that students share a common attitude toward advertising with the faculty of their sequence.

Further, there was no evidence to indicate that students' attitudes became more accentuated or more closely resembled those of the faculty of their sequence with increased exposure to the faculty and curriculum of the students' sequence.

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THE PANAX CORPORATION: A CURRENT HISTORY

Neila E. Pomerantz, M.A.
Michigan State University, 1976
Adviser: Maurice R. Cullen, Jr.

The international communications company known as Panax, Incorporated, was started less than 20 years ago when John Peter McGoff, the son of a Pittsburgh steel worker, founded an FM radio station in a rural Michigan town.

The company soon added several radio stations and then purchased daily and weekly newspapers. The marginally profitable radio and television stations were then abandoned as more weekly and daily papers were purchased, along with several printing companies. In the early 1970s advertising and promotion companies were acquired along with a shipping company, and by the mid-70s the growth of Panax had spread to include properties in Michigan, Ohio, Georgia, Florida, Illinois, California, and South Africa.

In 1975 McGoff set up Star Newspaper Company in order to buy a California daily and a controlling share of United Press International Television News Service based in London, England. He also tried to purchase the Washington Star-News but failed because the sellers found the promise of alternate bidder Joseph Allbritton to retain much of the staff more palatable then McGoff's proposal of totally revamping the Star-News operation.

All during its development Panax has placed most of its profits back into the company. Profits and earnings have been low, particularly after the company decided to sell common stock to the public in 1967 and had its stock revalued by the Securities and Exchange Commission. Yet, although the profits and dividends have been thus far small due to losses on the broadcast properties in the early years, at least one stock analysis forecasted a bright future for the company in the late 1970s or early 1980s.

McGoff said he plans to add even more newspaper and publishing and printing firms to Panax as well as news information services throughout the nation and the world. He also plans to diversify Panax's holdings by eventually purchasing cable communications and satellite communications.

This thesis described John Peter McGoff's enterprise, from its inception through 1975. It discussed the founder, officers and board of directors of the corporation and traced the growth of the company through a discussion of the purchases and sales of its properties.

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READERSHIP OF THE *IOWA FALLS CITIZEN* --A COMPARISON OF TWO METHODS

Janeann Porter, M.S.

Iowa State University, 1976

Adviser: J. K. Hvistendahl

This study of the *Iowa Falls Citizen* was designed with hopes of developing an economical and reliable mail survey that could be used by editors of weekly newspapers to gather readership information.

Two methods were tested. Half of the people (200) surveyed were mailed a packet containing a copy of the newspaper on which they were to mark with a crayon the items they read. The other half of the survey sample received a packet of sheets on which clippings from the newspaper had been photocopied. These respondents were also told to mark the items they read. Both samples received the identical questionnaire which was used to gather other information besides item readership.

It was hypothesized that there would be no significant differences between the reader-scores of the two methods, and that the rate and number of returns would not be significantly different.

The findings supported the hypotheses. The rate of returns was nearly identical, as was the number: 138 were returned from the whole-copy sample and 145 were returned from the clippings sample. The readership scores of the newspaper's regular features (our prime concern) were nearly the same for most items. On a few items the clippings sample may have elicited a higher "prestige" response from the respondents. Also, on some items with marginal readership, when they were taken from their regular area of the newspaper and put (sometimes out of order) among other clippings, their readership may have been lowered.

In order to determine if these mail-survey methods are truly reliable tests, both methods should be tested against the traditional method of gathering readership data, the personal interview.

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AN EXPERIMENT COMPARING THE USE OF TEXT, DRAWINGS AND PHOTOGRAPHS IN TEACHING CLOTHING STUDENTS HOW TO IDENTIFY AND CORRECT PROBLEMS OF FIT IN WOMEN'S CLOTHING

Helen Price, M.S.

University of Wisconsin, 1975

Adviser: Nellie McCannon

Instructional material to help vocational and adult students develop mastery in the skill of fitting clothing are needed. Information about how the material should be prepared is not available.

The problem of this study was to determine if three alternative ways of presenting material on fitting women's clothing significantly influenced students' ability to answer questions about the material.

Three instruction sheets were developed and tested. A group of 211 clothing students was randomly assigned to four sub-groups. Each group took the same test on how to fit diamond shaped hips. One group was given a written explanation on how to fit diamond shaped hips before taking the test. A second group was given the written explanation supplemented with illustrations (line drawings). The third group was given the written explanation with illustrations, some of which were photographs. A control group took the test without any advance preparation.

All of the kinds of reference materials used brought results significantly better than those for the control group. But there was no significant differences in the ability of the students in the different treatment groups to learn the material.

The conventional wisdom asserts that illustrations are essential for teaching fitting and that the addition of illustrations would prove significantly superior. The fact that these expectations were not borne out does not justify a contention that illustrations are unnecessary. The conclusions it does support are:

1) that carefully written text can, by itself, measurably improve the ability of students to answer verbal questions requiring immediate recall of material recently studied;

2) that so long as the test questions demand only verbal responses and require immediate recall, illustrations do not add to the student's ability to give correct response;

3) that these conclusions could be strengthened and elaborated further by tests in which the student uses materials of the kind we tested as a reference, rather than as material to read for purpose of study and recall, and in which performance testing is substituted for verbal testing. This change in procedure might appreciably increase the gains in ability creditable to illustrations, and in any case, would supplement current understanding of the functions of clothing teaching materials.

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THE DEVELOPMENT OF UHF TELEVISION IN CHICAGO

Margarita Primozich, M.S.
University of Illinois, 1976
Adviser: Edward F. Douglass

This thesis is primarily concerned with the historical development of the commercial UHF television stations in Chicago, from the allocation of the ultra-high frequency channels to television broadcasting to the All-Channel legislation of the 1960's and through the period of UHF receiver saturation to the present, 1975.

The discussion studies the development of Chicago's UHF stations to their present positions of success. Chicago is seen as a unique market in that it, upon study of UHF history and circumstances, should not be a market for successful UHF and VHF competition. Yet the UHF stations in Chicago are thriving.

This thesis studies the effects of the traditional UHF problems on channels 26, 32 and 44 in Chicago and explains the path of their success through a detailed analysis of management decisions for each station, market conditions and historical development of UHF as a nation-wide industry.

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A CONTENT ANALYSIS OF THE PORTRAYAL OF MEN AND WOMEN IN PRIME TIME TELEVISION COMMERCIALS

James Michael Rea, M.S.
Kansas State University, 1975
Adviser: Carol E. Oukrop

In recent years various women's rights organizations have loudly complained that advertising in general and television advertising in particular are guilty of not showing women as they really are. This study, a content analysis of prime time television commercials, should be of some value to both advertisers and the critics of television commercials with regard to the portrayal of women in those commercials.

A content analysis of prime time television commercials was conducted the last week of July and the first week of August 1975. During that two-week period, 759 commercials were coded. The following areas were coded: voice-overs, on-camera selling, products advertised, settings, prime purchasers, occupations of male and female, age of male and female and the roles of male and female.

The study indicated that men clearly dominate the area of commercial voice-overs. The job of on-camera selling was nearly even with women doing 49 percent of the commercials and men doing 40 percent. Food and health products were the most heavily advertised products in the study.

Settings for the commercials were mainly outdoors, with the home or various rooms in the home being the second most popular. The study found that the products advertised were designed for women being the prime purchasers, while nearly 40 percent of the commercials were aimed for an equal purchasership.

For both men and women, the study indicated that in the greatest number of cases, occupations were considered uncodable. Housewife/mother and husband/father were the second largest category. Youth predominated for women, with 52 percent between 21-35, while more men were in the 36-50 age group. The roles for both men and women were judged to be uncodable a majority of the time.

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QUANTITATIVE ANALYSIS OF EDITORIAL CONTENT OF EIGHT WYOMING DAILY AND WEEKLY NEWSPAPERS

Kathy Jo Rem, M.A.
University of Wyoming, 1975
Adviser: William J. Roepke

Although ninth largest of the 50 states in physical size, Wyoming is 49th in population. The state has approximately 345,000 people, averaging less than three persons per square mile. Only three "urban" areas (Cheyenne, Casper, and Laramie) have populations of 23,000 or more.

More than two-thirds of the population live in rural areas. The weeklies outnumber dailies 3 to 1. The weekly and daily circulations are 68,000 and 86,000, respectively.

This thesis attempted to examine and classify the content of editorial columns appearing in the state's nine dailies and 25 weeklies.

Findings showed that the majority of editorializing in Wyoming newspapers is done on national topics. Weekly newspapers do two and a half times more local editorializing than dailies, and daily newspapers do twice as much national editorializing than weeklies.

Also determined was: 1) that 25 percent of the weekly papers and 43 percent of the dailies used "canned" editorials; 2) one-fourth of the papers publish editorials less than 25 percent of the time or not at all; 3) this ignoring of the importance of publishing local editorials is caused by the small size of the state's newspaper staffs and the fact that they are always overworked; 4) the low salaries paid the state's journalists, plus their lack of education and training, also can be used as reasons for the lack of local editorials.

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THE BEGINNING OF THE DOS PALOS STAR

Sidney Richey, M.A.
California State University-Fresno, 1976
Adviser: Schyler Rehart

This historical study concerns the growth of the Dos Palos Star from its beginning in 1897 until 1937. The growth of the newspaper is related to the growth of the community it serves.

The town of Dos Palos began as a planned development of Bernard Marks, and a newspaper, the Colonian, was started as a promotional effort for the new colony. By 1894 the Colonian was in storage, and two young men began another paper in the colony, the Weekly News. This paper too was abandoned, and the colony was without a local newspaper until Frank L. Bowen founded the Star.

About five years later Bowen sold the newspaper to Walter C. Payne, who sold it quickly to L. D. Johnson. In 1907 Berdell Hoyle purchased the Star. Under his ownership the paper prospered and contained more community news; it also showed a marked increase in local advertising.

William H. Winters, minister of the Christian Church, became the fifth editor of the newspaper in 1916. He and his sons, William Jr. and Ernest, operated the newspaper during World War I, selling to Roy M. McKay in 1923. When owned by the Winters family, the paper reflected a strong religious influence.

McKay changed the tempo of the publication and introduced some local literary work. In 1930 he sold the paper to Fred I. Drexler. Drexler sold the newspaper to James McLeese, bought it back from McLeese, then sold it to William M. Crowe in 1937. Crowe still operates the Star.

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MEDIA HABITS OF MEXICAN-AMERICANS IN SAN JOSE, CALIFORNIA

Judith M. Rickard, M.S.
San Jose State University, 1976
Adviser: LaMar S. Mackay

One in five persons in San Jose, California, is a Mexican-American, comprising a large media audience. In order to determine media habits for this group, a field survey of Mexican-American households was conducted, and results were analyzed by sex, age, education, income, and length of residence at the same address.

Highlights of the exhaustive survey showed that Mexican-Americans' media habits closely paralleled those of Santa Clara

County California residents as a whole (based on an earlier county-wide survey), although the amounts of television and radio use were slightly less than countywide totals, and newspaper subscriptions were far below that of countywide residents.

Most Mexican-American respondents spent four to six hours per day watching television, two to three hours per day listening to radio, and thirty to sixty minutes daily reading newspapers.

Media satisfaction in five areas of minority interest was measured, and a separate analysis of all questions was prepared for the large amount of respondents who declined to state their annual incomes.

Suggested improvements for local media included more Spanish language programs, more ethnic-interest programming, increased hiring of Mexican-American media personnel, as well as non-ethnic concerns, such as reduced newspaper subscription rates, better newspaper delivery service, better local TV and radio news coverage, and consumer education programming.

Complete thesis findings are available from the Institute for Business and Economic Research, School of Business, San Jose State University, San Jose, California 95192.

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THE ATTITUDES HELD BY THE SUBSCRIBING AUDIENCE OF THE OIL AND GAS NEWS TOWARDS EDITORIAL CONTENT AND ADVERTISING OF THE PUBLICATION

Carl D. Rickert, M.A.

Central Michigan University, 1975

Adviser: Ray Laakaniemi

This mail survey was designed to gather information on the attitudes of the subscribing audience of the Oil and Gas News towards that publication, and any desires for change in the magazine that audience might have.

The survey was also designed to provide information regarding the identity of the subscribing audience.

Results were based upon 332 returns from a total of 740 questionnaires mailed in February of 1974.

A majority of the sample audience read the statistical articles of the magazine more often than the non-statistical articles. It was also noted that all articles were read at least occasionally by all but a small percentage of the respondents.

The study reported that advertising was not always looked at by a majority of the respondents.

A large percentage of the sample audience keeps copies of the Oil and Gas News for future reference, thus providing some indication of a value placed on the information contained within the publication.

A majority of the respondents also: 1) considered statistical articles more important than the non-statistical articles; 2) desired to see more pictures and illustrations in the publication; and 3) would not like to see more new product information.

A geographical breakdown of the return was provided by the zip code on the return envelope containing the questionnaire.

Some inconclusive results of the survey suggest that further studies of the subscribing audience of the Oil and Gas News be made. Some hoped-for information was not received. Suggestions for success of future surveys are based on large first mailing response to the questionnaire (55 percent), and also on the relatively large number of respondents who replied to the final open question.

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A Q-METHODOLOGICAL STUDY OF UNITED STATES ARMY ENLISTED ATTITUDES TOWARD SOLDIERS MAGAZINE

Courtney M. Rittgers, M.A.

University of Missouri, 1976

Adviser: William H. Taft

The welfare of America's all-volunteer Army heavily depends upon the success of its Command Information program in promoting motivational communication. A key component of that program is Soldiers, the official magazine of the Army.

Soldiers is a four-color, 56-page house journal which speaks to and for the young service member, presenting balanced, reliable information about the Army through contents which reflect the desires of its readership, as well as those of the Secretary of the Army and the Army Chief of Staff.

Soldiers is ad-free, and furnished to service members worldwide at no cost, yet the most recent surveys show a readership of only 58% among enlisted people. This study was initiated in the belief that a different approach to examining the readers, using Q-technique, might yield added significant information.

The researcher gathered materials related to Soldiers at Fort Leonard Wood, Missouri, in a series of taperecorded interviews. From this, a Q-sample of 48 statements was selected, based upon theoretical propositions condensed to four categories: Orientation of the magazine; Reliability; Content and Controversial Issues. By causing respondents to express feelings about these categories, the study proposed to determine enlisted reader attitudes in terms of the magazine's self-described role.

A P-sample of 40 respondents, representative of U. S. Army enlisted rank structure were administered the Q-sample in late February 1976 at Fort Leonard Wood. The data were factor-analyzed for interpretation.

Four types of Soldiers readers were indicated. The manner in which each type sorted the Q-sample formed the basis for interpretation and descriptive remarks about that type. The researcher's evaluation was that:

Type I, the Traditionalists, want a professional, no-nonsense approach to magazine writing about the Army, and are loyal to Soldiers.

Type II, the Liberals, want variety, and a strong editorial stand on controversial issues.

Type III, the Outsiders, look upon Soldiers as factual and informative, but not relevant to them.

Type IV, the Neo-traditionalists, strongly support what the magazine does, but are confused about where it stands in matters of controversy.

The study concluded that Soldiers is well written, and that the editors and staff are well organized and highly skilled in performing their jobs. But to find the real constituency of its readership, the magazine must delve into more complicated realms of psychology than large sample research can provide, examining types such as those suggested by this study.

Also included is a brief history of the magazine, from 1941, with illustrations, an explanation of its current operation and a general discussion of its problems with distribution.

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THE HAGERSTOWN (IND.) EXPONENT: ONE HUNDRED YEARS OF COMMUNITY JOURNALISM

Glenn W. Robinson, M.A.
Ball State University, 1975
Adviser: Mark Popovich

This thesis is a topical history of The Hagerstown Exponent, which is a thriving weekly newspaper in Wayne County, Indiana.

This paper presents biographical sketches of the five editors of the Exponent. Changes implemented by these editors and changes that resulted from improvements in technology are also covered. News coverage and the handling of news in the Exponent progressively changed in one hundred years of publication. This paper attempts to point out these changes with examples.

There were seven attempts to start a publication in Hagerstown. The Exponent was the only publication to survive. The six other attempts failed with in a short period of time; the longest lasting two years. These publications are mentioned in this paper, although only as they relate to the development and success of the Hagerstown Exponent.

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THE INTERNATIONAL TELECOMMUNICATIONS UNION: A CRITICAL ANALYSIS OF PROCEDURE AND ORGANIZATION

Timothy A. Rock, M.A.
University of Pennsylvania, 1976
Adviser: William H. Melody

The International Telecommunications Union has recently come under attack on a number of fronts; the attacks have become so fierce as to potentially threaten the life of the Union.

Realizing that the situation is critical this paper developes a basic analytic framework in which the following four major criticisms may be examined: the voting and funding systems of the Union, the secretariat structure of the Union, and the existence of the International Frequency Registration Board. Each of these issues is analyzed using a five-step morphology designed to systematically isolate and define the values and alternatives of each issue.

This paper recommends that: 1) the current voting system of the Union be retained; 2) the funding system be revised to be based not on voluntary contributions but rather on each nation's international telecommunication facility utilization; 3) the three specialized secretariats be merged into a unit; and 4) the IFRB should remain to function as a specialized organ of the Union.

It is important to note that the recommendations of this paper are based on the specific values and alternatives expressed in the analysis morphology; given different values and alternatives the results of the analysis would be very different though the morphology would still apply. It is of prime importance at present that a morphology be developed whereby the union could be scrutinized as a total environment rather than as a series of isolated systems for, in fact, none of the issues analyzed herein exists apart from the other issues; this paper is simply a first step in a series that may ultimately save the Union from mediocrity or extinction.

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PICTORIAL COMMUNICATION: A PROPOSED STUDY ON THE EFFECTIVENESS OF PICTURE STORIES IN THE DIFFUSION OF TECHNICAL INFORMATION AMONG FARMERS IN BRAZIL

Raul Colvara Rosinha, M.A.

University of Wisconsin, 1975

Adviser: Bryant E. Kearl

Picture stories have not been evaluated in their potentiality as an aid for rural extension. They are being used for the most diverse purposes, ranging from amusement to birth control. Their acceptance is admitted to be very high, but only a few studies have tried to determine to what extent that is true.

The present study attempts to find out if picture stories are effective in communicating technical information to farmers, and also to determine what elements of presentation contribute to higher effectiveness.

Age, education, experience, literacy and modernity of agricultural practices are the control variables proposed that can influence the understanding of the picture story.

Among the pictorial variables that will be considered are: background, color, and type of illustration.

The assumptions of the study are that the most effective illustration will be one that: 1) provides enough background to give the reader useful clues about the setting, but excludes background detail that distracts, confuses, or adds no relevant information; 2) utilizes simple lines that are clearly defined, rather than gradations of tone and indistinct boundaries; and 3) attracts additional attention by means of color.

A picture story about an agricultural issue will be presented to farmers in five different localities, in one of the following treatments: 1) black and white photos with detailed background; B) black and white photos with softened background; C) black and white photos without background; D) black and white line drawings; and E) color line drawings.

Control and pictorial variables will be tested against the dependent variable (level of understanding) by means of a field experiment to be conducted in Brazil, among farmers specialized on one of the following crops: wheat, soybeans, or rice. The decision on the crop and on the area for the study will depend on several factors discussed in the research paper.

Details on the procedures for the field work are given and the possible analysis to be performed are outlined.

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THE EDITORIAL POLICY OF THE INDIANA PRESS TOWARDS INDIANA INDIANS--1804-1838

Donna Lee Rouner, M.A.

Ball State University, 1975

Adviser: Mark Popovich

This thesis involves the study of editorials published in Indiana newspapers from 1804-1838 concerning the subject of Indiana Indians. Approximately 120 newspapers were examined in order to determine the general editorial policy of the Indiana frontier press towards Indians who occupied the state at that time.

The research covered the time period beginning in 1804, when the first newspaper originated in Indiana Territory, until 1838, when the last significant Indian emigration out of the state occurred.

It was discovered that editorials about Indiana Indians were published infrequently, usually regarded the Indians in their relationship to white settlers and followed the general government policies toward the Indians.

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THE PRESS AND ALGER HISS

Jessica Russell, M.J.
North Texas State University, 1975
Adviser: Reg Westmoreland

This study examines and analyzes the treatment accorded Alger Hiss by the American press from August 3, 1948, to January 25, 1950. Information sources included the forty-one newspaper articles submitted by Hiss's attorneys in their motion for a change of venue at the second trial, and those sections of books, newspapers, and magazine articles relative to the press's coverage of the case.

Six chapters cover the changing image of Hiss, newspaper articles submitted in evidence, and the relationships of Richard M. Nixon and Whittaker Chambers to the press.

The study analyzes historically the differing attitudes toward Hiss, and concludes that while the press reflected the nation's fears that its leaders had Communist ties, press coverage of the case lessened Hiss's chances for a fair trial.

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FREEDOM OF THE PRESS: THE STATUS AND IMPLICATIONS OF FIRST AMENDMENT THEORY FOR THE HIGH SCHOOL PRESS

Sandra W. Russel, M.A.
Central Missouri State University, 1975
Adviser: David L. Eshelman

The study of the high school press was designed to consider two areas of the press: the legal status and the attitudinal and operational aspects of the high school newspaper. Legal documents were analyzed to determine the freedom and limitations of the high school press. A survey of high schools in the United States was made to determine the conditions under which the newspaper operated. The principal, the adviser, and the editor in 120 schools were sent questionnaires.

The legal status of the high school is in a state of flux with some areas relatively well defined and others not so well defined. Because the majority of the court cases have dealt with non-school sponsored newspapers, areas such as the right to distribute and the conflict between the school's interest in maintaining order and the individual's right of free expression have become relatively well settled. Other areas, such as the differences between the paper produced as part of the curriculum and that produced as extra-curricula, the right of the school to determine the role of the paper, and the amount of control that can be exerted by the administration once the paper's role is determined, have not been settled.

In spite of the state of flux, press freedom is generally on solid ground in the high school. The Tinker v. Des Moines Independent School District decision that freedoms are available to students has brought about a flexibility and reorientation, at least legally, with regard to all student rights. The student press has generally been provided the same rights as the commercial press in that it has the right to criticize, the right to distribute, and the right to print without prior restraints in terms of printing without censorship unless the authorities can forecast that the publication will create a material and substantial interference with the educational process, a test set forth in Tinker.

The student press does not have the right to print without prior approval. The majority of the appellate courts have upheld regulations requiring prior approval. However, the regulation must be specific, narrowly drawn, and must provide procedural safeguards. The right of the school to promulgate regulations has been affirmed generally by the courts and entrance into the school issues occurs only when a constitutional question is at issue. Therefore the student must enter the courts with no pattern of flagrant disobedience.

The survey of high school newspapers across the nation revealed that the student press operates in a system that runs the gamut of the freedom continuum, though most fall close to the authoritarian node. Infringements did occur, extending from faculty criticism as a form of control to actual prior restraints. The majority of the restraints were pre-publication controls, primarily in the form of prohibited subjects. More often than not, the prohibitions had been instituted indirectly.

However, determination not to treat the subject may well have been the adviser's, either prior to publication or as a result of post publication reaction. In other words, he may not have waited to be told not to treat a topic but perceived that the administration and/or community would not want it treated. Consequently, infringement was both actual and perceived. Advisers and editors were given instructions not to treat topics. However, the majority indicated that their failure to treat certain topics was the result of their understanding of the school situation. That is, they perceived that the school and/or community would not accept coverage of certain topics.

The survey also revealed both an inconsistency and a lack of understanding among the three members involved in the publication of the high school newspaper. Answers by the principal, adviser, and editor concerning the topics that were prohibited and the reasons for the prohibition varied. Results also showed that there existed a general lack of understanding among the three members as to what the primary role of the school newspaper was or should be.

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THE PRESS IN SUDAN DURING THREE PERIODS: PRIVATE-FREE, PRIVATE-CONTROLLED AND NATIONALIZED

Mohamad Ali Salih, M.A.
Indiana University, 1975
Adviser: Floyd G. Arpan

This is a historical description of the situation of the press in Sudan under different systems of government. Since it obtained its independence in 1956, Sudan has passed through four different political eras: parliamentary democracy, 1956-58; military dictatorship, 1958-64; parliamentary democracy again, 1964-69; and the present socialist revolutionary rule, in power since 1969.

The study examines the situation of the press during each of the above periods in relation to the following: the constitutional provisions on the freedom of the press; purpose of the press as defined by the political system; laws and rules on the press; press ownership; and press self-control, i.e. journalists' organizations and codes of ethics to guide the press.

A concluding part of the study is a comparison of the above situations with some of the current theories of the press that were developed by some American mass media professors.

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PUBLIC RELATIONS AND THE NEWS MEDIA: A COMPARATIVE STUDY OF THE UTILIZATION OF PUBLIC RELATIONS MATERIAL BY REPRESENTATIVE MILWAUKEE NEWS MEDIA

Karen L. Sandquist, M.A.
University of Wisconsin, 1976
Adviser: Robert Taylor

The relationship between journalists and public relations practitioners has traditionally been both one of adversaries and one of mutual dependence. Increased public skepticism resulting from Watergate, among other things, has raised the journalists' guard against those who would interfere with press freedom and the people's "right to know," and public relations practitioners often are assumed to be natural enemies in this regard. At the same time, citizens are demanding more in-depth and analytical media coverage of all areas relevant to their lives.

The purpose of this study was to determine whether changes since 1963 have had any notable effects upon the relationship between selected Milwaukee news media and representative public relations practitioners. Though limited in scope to four media in one locality and in time to a one-week period, the objective was to measure, through replication of a previous study, any changes between 1963 and 1975 in the flow and disposition of public relations material by The Milwaukee Journal, the Milwaukee Sentinel, WITI-TV and WISN-AM.

The findings suggest the following conditions in the relationship between surveyed public relations practitioners and media representatives:

1) Public relations sources appear to be relying less on news releases and more on news tips and other more sophisticated methods of attracting media attention;

2) The news media appear to be taking more initiative in accomplishing their newsgathering function;

3) The media recognize public relations as a source of news, yet many news editors continue to underestimate the amount of news content contributed by public relations;

4) There appears to be a growing amount of public relations material competing for publication in a shrinking "news hole;" and

5) The results suggest increased professionalism and mutual respect displayed by and toward members of both fields.

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CHANGES IN THE FORMAT OF THE SATURDAY EVENING POST, 1936-69

Jacqueline Schafer, M.S.
University of Kansas, 1976
Adviser: Lee Young

In February, 1969, the Saturday Evening Post died a tired death at the age of 148. It had begun its life in 1821 as a newspaper, a format it kept until 1897, when it was purchased by a businessman named Cyrus Curtis

Two years later, Curtis turned the paper over to a minister's son named George Horace Lorimer, who, until 1936, molded the Post into one of the most successful and popular magazines in the country. When Lorimer retired at the end of 1936, the magazine was both greatly respected and greatly loved. Thirty-three years later, it was no longer even in publication.

Although much has been written about the Saturday Evening Post between 1936 and 1969, very little has ever been said about its format. This thesis examines the format of the Post during these years, through the use of both primary and secondary documents, and attempts to explain the reasons for the major changes that were instituted and the effects these changes had upon the magazine's success.

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A HISTORICAL INVESTIGATION OF THE ENGLISH UNSTAMPED PRESS 1830-1836: INSTITUTIONS AND SYMBOLIC CONTENT

Daniel Toby Schiller, M.A.
University of Pennsylvania, 1976
Adviser: George Gerbner

The study analyzed the English unstamped press as an example of complex historical relationships between press, public and government. Three major questions were considered: 1) What were the defining features of the conflicts which gave rise to the unstamped press? 2) How did these conflicts influence the content of the unstamped press? 3) How were these antagonisms resolved, and with what consequences for the development of the periodical-newspaper?

Library sources were employed in generating a framework in which the unstamped press was viewed as a multifaceted response to government taxes on the press. These duties fixed the market for appropriately stamped journals at a low level; hence, they limited the commercial potential of the press at a time when technological advances made mass production more feasible. Simultaneously the taxes made it impossible for the government, and for the ruling class in general, to gain access to the vast majority of English people through this means.

A content analysis of an annotated finding list of unstamped journals indicated that the unstamped press bridged a gap between traditional and more modern periodical uses. Both working-class and middle-class contents were found to exist in unstamped periodicals. Furthermore, an increasing commercial tendency evidently inhered in both kinds of content. The data also indicate that the modern types of periodical content were characterized by an increasingly complex division of labor in their production, and by lower prices as well.

Thus, the English unstamped press appears to have been instrumental in altering and enlarging the periodical public to include portions of the working class. Finally, the analysis suggested that the integration of the English press into capitalist productive relationships may have been decisively aided by the government reduction of the newspaper tax in 1836.

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AND NIGHT BECOMES THE MORNING: A STORY OF THE PEOPLE OF WATTS

Norma Lavinia Schneider, M.A.
California State University-Northridge, 1975
Adviser: Joseph M. Webb

This is the story of life in the Watts ghetto as told from "inside"--by the people who live there. It is an attempt to explain a culture and life-style which is alien to the majority of Americans.

It is written in the "new journalism" style of reporting, as opposed to the "traditional". It is my contention that in reporting on certain areas where the average reader's experience is limited, i.e., different life-styles, foreign or alien cultures, etc., new journalism, reporting situations and experiences from the perspective of those involved, provides more understanding than the "facts" and the "objectivity" of the traditional.

The information for this project was obtained through close contact with the people of Watts during my five years spent there as a social worker. Information contained in case histories and legal documents were at my disposal.

Hopefully, by giving a different viewpoint, this project will provide the reader with a greater insight into the lives and problems of those people confined to the ghettos of America.

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AN INVESTIGATION INTO THE RESPONSE OF BOOK REVIEWERS TO BOOKS PUBLISHED BY BLACK BOOK PUBLISHERS

Clarice Letitia Scriber, M.A.
University of Pennsylvania, 1976
Adviser: Robert Lewis Shayon

This study was conducted to determine if the book review media is within the grasp of Black publishers.

It is an investigation of: 1) the methods Black publishing concerns use to distribute their books for review; 2) the criteria establishment book reviewers use to decide what books are reviewed; and 3) the criteria Black book reviewers use to decide what books are reviewed.

Personal interviews were conducted with Black publishers and the Black and establishment review media to better understand the channels of information open between the publishers and the review media.

The interviews revealed that book publishers are concerned with the review media, have assessed their relationship to it, and have devised a systematic approach to reaching the media. The procedure they follow varies as does the success they have achieved.

These variables seem to most influence the means the publishers use to contact the media--budget, target audience, and prior professional experience.

There was near consensus among the publishers that the coverage their books receive was adequate.

The book review media appear to be aware of the problems the book publishers face. While they are not eager to review Black books, they do not, on the other hand, admit any conspiracy to exclude Black books from coverage. They attribute the poor coverage to the lack of aggressive promotion of books by the publishers, the overflow of books coming into their offices for review and the lack of space to review them, and the scope of the materials the publishers disseminate.

Reviewers suggest that the publishers become even more aggressive and establish regular personal contact with the review media.

In conclusion, the data collected shows that the publishers and the reviewers understand each others problems. Publishers must strive to have their viewpoints articulated. They must make the press recognize them and their effort.

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COMIC BOOK VIOLENCE AND ITS EFFECT ON CHILDREN

Kermit Joseph Scruggs, M.A.
Texas Tech University, 1976
Adviser: Alexis S. Tan

The comic book, although a part of the American Mass media for the part four decades, has largely escaped scientific inquiry. This is surprising when one considers that the scope of the comic book medium includes 400 million comic books sold during 1974. Violence in comic books, despite the current interest of violence in the media, has not been studied in recent times. It is this lack of recent investigations which provides the thrust of this thesis.

Assuming violence exists today in comic books, objectives of this study were:

1) to determine if violence in comic books leads to increased aggression in children who read or observe this violence;

2) to compare the effects of comic books between sexes;

3) to compare the number of comic books 9 to 12 year olds read per month, both collectively and according to age and sex; and

4) to determine what types of comic book characters children prefer, according to sex.

Two hypotheses tested include:

1) violent content does exist in comic books being disseminated today; and

2) violence leads to an increase in aggression for those children age 9 to 12 exposed to the violent content as reflected in response hierarchy aggression measurement scores.

A content analysis and two pilot surveys indicated that violence was prevalent in certain types of comic books. The results of the experiment did not support the hypothesis that exposure to violence in comic books leads to increased aggression in children from 9 to 12 yr. olds. The results, however, do suggest that a child's aggressiveness determine to some extent which comic books he or she reads.

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AN ANALYSIS OF THE REASONS FOR THE INCREASE IN THE NUMBER OF FRESHMEN STUDENTS AT KENT STATE UNIVERSITY SELECTING THE NEWS-EDITORIAL SEQUENCE OF STUDY IN THE SCHOOL OF JOURNALISM

Wayne M. Segal, M.A.
Kent State University, 1975
Adviser: William Fisher

The School of Journalism at Kent State University in just one year has moved from the tenth spot to replace the University of South Florida as the seventh largest school of journalism in the United States, according to the latest survey results of Professor Paul V. Peterson for Journalism Educator.

In spite of generally decreasing enrollment at Kent State, how could this have happened? For what reasons are so many people becoming interested in journalism and why are they applying to the school at Kent State?

For the answers to these questions, a survey was made of freshmen KSU journalism majors in September, 1974. Some 84 news-editorial students meeting certain criteria were isolated and attempts made to survey all of them. It became necessary to eliminate ten students and the ultimate return was approximately 73 percent of which 51 percent were males and 49 percent females. The questionnaire was kept simple to facilitate tabulation.

Based on the survey, overall, KSU freshmen selected the university based on the reputation of the School of Journalism and decided on this major and course of study before arriving in Kent based in part on prior work on a high school newspaper or yearbook.

The freshmen believe that there are no more and no less jobs than in other four-year professions and the salaries are average. Further, the freshmen believe a journalistic career is moderately prestigious and there will be at least as many jobs to choose from as in other professions. Finally, the freshmen do not have a job waiting at graduation.

A survey such as this becomes particularly important as an aid to maintaining quality educational standards because as the field continues to grow, it is necessary to understand the reasons for it in order to plan more effectively for the future. Students at Kent see journalism as a practical thing and in that respect are probably no different from students at other institutions.

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THE CHARLESTON MERCURY DURING ROBERT BARNWELL RHETT, SENIOR'S TENURE AS AN EDITORIAL WRITER, 1861-1863

Ernest B. Segars, M.A.
University of South Carolina, 1974
Adviser: Perry Ashley

This is a study of the Charleston Mercury, a secessionist and pro-South newspaper in Charleston, South Carolina, from the fall of 1861 to the spring of 1863 while Robert Barnwell Rhett, Senior, served as an editorial writer.

Rhett, a leading statesman and spokesman in the pre-Civil War South was disenchanted with President Jefferson Davis, the Confederate Congress, and the defensive Confederate war policy. One chapter of this study deals with the constant criticism the Mercury's editorials leveled at Davis and his government. Often vicious in tone, the Mercury waged an unending battle with the Confederate government.

Rhett, despite his hatred and contempt for Davis, had spent most of his adult life fighting for Southern secession and Southern economic and cultural freedom. He was a Southern aristocrat who believed that slavery and the plantation system was the best way of life for the South.

This study examines editorials, classified advertisements, and the poetry that the Mercury printed to drive the Southern people and the Confederate armies to victory. Many times in the criticism of the Davis government, the Mercury called on the Southern people to throw off government domination and assert their natural strength and authority to defeat their enemies.

Rhett faced great difficulty in his position at the Mercury. A proud man, he had used decisive action and fiery prose to lead the South to secession. He had been ignored by his new nation and even his state. By studying his newspaper to determine his contempt for the Davis administration and, conversely, his great love for state and section, one can understand the difficulty and anguish of his position.

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POWER RELATIONS IN THE WORLD OF COMIC STRIPS

Ullica C. Segerstrale, M.A.
University of Pennsylvania, 1975
Adviser: Klaus Krippendorff

The objective of this study was to determine whether socially more powerful characters (as assessed on the basis of comparative demographical characteristics) are more likely to exercise power over socially less powerful characters in the comic strips, or whether the world of the comic strips is an 'upside-down' version of the 'real world' in this respect.

The relative power of an actor Y was determined as the relative success with which he offers resources to, or deprives resources from, a target X. An instrument was developed for the classification of the crucial interaction sequence in each strip as well as of the characteristics of the interactors, and proved to be satisfactory. Additionally, the butt of the joke in each case was identified.

The sample used in the study was designed to represent one year of 'humorous' comic strips appearing in the Philadelphia daily newspapers. The units were the strips as they appear in daily issues of the papers.

The results support the view that the power relations in the comics world are inverted in relation to the power relations in reality. For several different measures of social power significant inverse relationships could be assessed. Thus, for example, do comic characters of lower occupational status, characters outside the labor force, and children, successfully exercise power over characters of higher occupational status, belonging to the labor force, and parents, respectively.

The butt of the joke are the 'topdogs', characters belonging to the labor force, employers, masters of animals, males, and old people, when interacting with 'underdogs', characters outside the labor force, domestic animals, females, and young people, respectively. Thus, failing in power exertion and being the butt of the joke sometimes, but not always, overlap.

The only finding contrary to the overall picture concerns social class, which is unrelated to power, and related to being the butt of the joke only in 'fantasy' comics, where lower class characters are more often made fun of. Together with the finding that characters of higher social position in the comics tend to use more coercive kinds of power than lower status characters, this could be interpreted as a covert legitimization of the power and means to power for a social elite, despite the overall almost 'revolutionary' situation in the comic strip world.

It is suggested that the possible identification model that 'underdog' readers of comics thus are provided with might be a means to 'guided catharsis' in Lasswell's and Kaplan's sense. In any case this kind of identification model seems to preclude any 'underdog' action threatening to the social status quo.

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PUBLIC RESPONSE TO NEWS COVERAGE OF WOMEN AND WOMEN'S ACTIVITIES

Carol Severance, M.A.
University of South Carolina, 1975
Adviser: Bryce Rucker

This study attempted to determine whether people's personal feelings about the current women's movement affect their views of newspaper coverage of women and women's activities. It also explored the differences between journalists' views of women's coverage and those of non-journalists.

The sample universe was made up of five groups: 1) people strongly in favor of the women's movement, 2) people strongly opposed to the women's movement, 3) women involved in management or decision-level occupations, 4) a control group of non-journalists and 5) working journalists.

It was found that people most in sympathy with the movement were most dissatisfied with the current coverage. Journalists and those least in sympathy with the movement were least dissatisfied. An interesting, although not hypothesized result of this study was that only in a few instances were members of any of the five sample groups actually satisfied with current coverage. Movement feelings was an indicator of the degree of dissatisfaction rather than one of a difference between satisfaction and dissatisfaction.

Occupation was also an indicator. People holding management or decision-level positions were most dissatisfied and journalists were least dissatisfied.

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THE LIBYAN NEWS AGENCY AND THE FLOW OF INTERNATIONAL NEWS INTO LIBYA

Suliman Yousef Shwaeb, M.A.
Ohio State University, 1976
Adviser: Galen Rarick

The objectives of this study were to trace the development of the Libyan News Agency and to determine the gatekeeping process in the agency.

Information for the first part was collected by interviewing key personnel in the news agency and by examining its files. The second part was a content analysis of the agency's flow of international news into Libya during October 19-25, 1975.

It was found that political and economics news dominated the reporting of the four selected international news agencies that provide news to the Libyan News Agency. The same thing was true of international news distributed by the Libyan News Agency to domestic media.

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A COMPARATIVE STUDY OF THE USE AND ATTITUDES OF LOCAL ADVERTISERS AND ADVERTISING AGENCIES TOWARD STANDARDIZED OUTDOOR ADVERTISING

Bruce M. Smith, M.A.
Texas Tech University, 1975
Adviser: Billy I. Ross

The purpose of this thesis was to determine: 1) how extensively standardized outdoor advertising is used by local businesses; 2) how aware these businesses are on the merits of the medium; and 3) current attitudes and practices of the local advertiser and advertising agency toward standardized outdoor advertising.

Two mail questionnaires in the study were directed to: 1) a random sample of local advertisers, and 2) advertising agencies from within Texas. The questionnaires were designed to extract opinions about the medium and attitudes toward the medium. The study also examined what motivates the user and non-user of standardized outdoor advertising. The universe of advertising agencies from within the state of Texas was restricted to agencies with billings of $250,000 and up.

Local advertisers, when asked to rate the six major media for effectiveness in reaching a select audience, rated newspapers as the most effective followed by television, radio, direct mail, outdoor, and magazines. 55.3 percent of the local area respondents were familiar with standardized outdoor advertising. The majority of local advertisers were neutral in their reaction to the use of standardized outdoor advertising for their own businesses. However, when asked if they would use the medium for a business like their own and not having the option of a neutral response, the majority of respondents indicated that it should not be used.

Advertising agencies were found to be more positive than negative toward the use of outdoor advertising, although the overall reaction was neutral to the use of the medium. Banks and financial institutions were the specific business type most frequently recommended by advertising agencies. "Establishing identity and location of business" was the most beneficial use of standardized outdoor advertising.

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A STUDY OF SPORTS MEDIA/SPORTS INFORMATION DIRECTOR RELATIONS IN THE SOUTHWEST ATHLETIC CONFERENCE

Douglas D. Smith, M.A.
University of Texas, 1976
Adviser: Alan Scott

Sports reporters and college sports information directors in the Southwest Athletic Conference hold high opinions of one another on both a personal and professional basis according to results of mail questionnaires and personal interviews.

Questionnaires were completed by sports information directors in the Southwest Conference and daily newspaper, wire service and television sports reporters covering the conference.

Newspaper sportswriters regard sports information directors more highly than do television or wire service sports reporters. Similarly, conference sports publicists have a higher opinion of newspaper sportswriters in the conference than of television sportscasters or wire service writers.

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A STUDY OF ALABAMA DAILY NEWSPAPER GATEKEEPER PREFERENCES FOR NEWS STORIES AND PICTURES RELEASED BY THE AUBURN UNIVERSITY COOPERATIVE EXTENSION SERVICE AND THE ABILITY OF EXTENSION SERVICE PERSONNEL TO PREDICT THOSE PREFERENCES

Jack Darrel Smith, M.A.
University of Alabama, 1975
Adviser: Charles Arrendell

The study sought to determine preferences of Alabama daily newspaper gatekeepers of news stories and pictures released by the Auburn University Cooperative Extension Service and the ability of Extension Service personnel to predict those preferences.

The primary gatekeeper to Extension Service releases at each of the state's twenty-three daily newspapers was asked to read the lead of each of twenty-five hypothetical news stories and indicate for each whether he would print the item in a weekday issue with an average size news hole. He was also asked to study ten black and white pictures and indicate for each whether he would publish it.

Five different approaches to each of five story topics were used to make up the twenty-five leads. Each topic had a spot news lead, a lead that aimed at a limited audience, a feature lead, an unusual angle lead, and a lead whose predominant characteristic was its local angle. The results were scored on a five-point scale. A Yes decision to publish was assigned a value of four; a Probably, three; Uncertain, two; Probably Not, one; and No, zero.

The twenty county Extension Service chairmen (county agents) who worked in a county in which a daily newspaper was published were asked to predict the responses of their local gatekeeper, and forty-eight Extension Service subject matter specialists stationed at Auburn were asked to predict the average response of gatekeepers on the state's seven mid-sized newspapers, those with circulations between 20,000 and 30,000. A mean gatekeeper response of more than 2.00 to any lead or set of leads or picture was regarded as positive. A mean response of less than 2.00 was regarded as negative.

Gatekeepers ranked local approaches first with a mean score of 3.35, nearly a full point higher than any of the other four approaches, all non-local. The state's five big papers (those with more than 50,000 circulation), however, preferred spot news approaches, with a mean score of 3.08, compared to 2.96 for local approaches. Other findings showed that more experienced gatekeepers were more receptive to the approaches as a whole, that the level of formal schooling ahd little effect on gatekeeper decisions, and that whether the gatekeeper came from a rural or urban background also had little effect on his decisions.

As for topics, mean scores of gatekeepers indicated no clear-cut choice among the five topics in the study. Land-use planning was ranked first, tomato growing second, food costs third, beef production fourth, and pork conference fifth. However, mean scores, on which the ranking was based, were near the same for all five.

The gatekeepers showed a preference for unposed action pictures that included people, preferably children. Among the three groups of papers, small paper gatekeepers (those on papers with less than 20,000 circulation) were most receptive to the entire set of pictures, with a mean score of 3.30. Big paper gatekeepers (over 50,000 circulation) were least receptive, with a mean score of 2.08, and mid-sized paper gatekeepers (20,000 to 30,000 circulation) were only slightly more receptive with a combined mean score of 2.11. (The state had no dailies in the 30,000-50,000 circulation range.)

County Extension chairmen accurately predicted their gatekeeper's response to 69 percent of all story approaches and 69 percent of all picture responses, and in general overrated the gatekeeper's willingnews to publish the approaches and pictures. More experienced county chairmen had higher prediction percentages than less experienced chairmen.

As did the county chairmen, the specialists generally overestimated the gatekeepers' willingness to publish the stories and pictures represented in the study. From a percentage standpoint, the specialists predicted the correct combined gatekeeper response to approaches 49 percent of the time and to pictures 45 percent of the time.

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PRINCIPAL NAZI RADIO PROPAGANDA THEMES DIRECTED TOWARD THE UNITED STATES (1933-41) AND THE RATIONALE BEHIND THEIR ADOPTION

Richard Fenton Smith, M.A.
University of Florida, 1975
Adviser: John L. Griffith

This study examined the content of Nazi North American Service (NAS) broadcasts from 1933 to 1941, and isolated and analyzed its principal themes and stratagems. The rationale behind the adoption of dominant themes was determined by extensive investigation into the Nazi leaderships' perceptions of United States society.

The Nazi radio campaign directed against the United States in the years preceding the Second World War was the first instance of a coordinated, well-planned and executed electronic media propaganda effort with American public opinion as a target.

Since the United States is still faced with totalitarian enemies, an examination of the principal themes utilized and the reasons for their adoption provided insight into the potential weaknesses of the United States as perceived by aggressive totalitarian leaders.

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A DESCRIPTIVE ANALYSIS OF THE AMERICAN BROADCASTING COMPANY'S LONDON NEWS BUREAU

Todd Gale Smith, M.A.
Iowa State University, 1975
Adviser: Jack Shelley

This study attempted to investigate the operation of the American Broadcasting Company's London News Bureau. It describes London Bureau job responsibilities, Bureau logistics, editorial concerns in overseas reporting, and contains a sample of stories reported.

Data analyzed in this study was investigated by two methods. First, personal interviews were conducted in October 1974 with key ABC London staff members and with ABC New York personnel who work daily with the London Bureau. Second, specific story coverage data was collected by examining a log maintained by the London Bureau. The sample was comprised of stories reported between January 1 and April 26, 1974.

The London Bureau is the largest of the ABC overseas bureaus. Coordination of story assignments with ABC News in New York is done by telephone or by Telex. Foreign stories are selected to reflect what the New York office believes to be current American audience interest, and the New York office has the final say on all overseas news coverage.

The correspondents have the overall responsibility for the news stories they cover. Producers help the correspondents, but are primarily responsible for the logistics in overseas coverage.

Newsfilm is transmitted from London to New York either by satellite, if deemed important enough for "same-day" coverage, or by airplane.

Further study ideas might include a survey designed to determine what American viewers say their interests are in terms of overseas news, as compared to what network news editors believe them to be.

Additionally, a content analysis of foreign news on the three American networks nightly news broadcasts could be designed to discover what actual usage indicated network editors believe the U.S. television audience wants and needs to see.

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INDIVIDUAL POLITICAL PARTICIPATION: THE EFFECTS OF SOCIAL STRUCTURE AND COMMUNICATION BEHAVIOR

Lynn Smith-Lovin, M.A.
University of North Carolina, 1976
Adviser: L. Edward Mullins

Although researchers attempting to quantify theories of individual political participation have assumed that mass media use is a recursive cause of participation, an argument could be made for a return effect of political activity on media use. The "uses and gratifications" tradition in communication research, for example, views media use as purposive behavior that is influenced by the users' social situation.

In this paper the possibility of a bidirectional relationship between mass media use and political participation and a possible interaction of sex with other model variables are examined. A Two-Stage Least Squares analysis is used to explore the mutual causation of mass media use and political participation. Separate analyses for male and female respondents are used to explore the sex interactions.

The data used to estimate the model parameters are from a 1971 statewide survey of North Carolina.

Mass media use is shown to have an effect on political participation in both the male and female subsamples. Political activity has a positive return effect on media use in the female subsample, but there is no significant return effect in the male subsample.

Generally, the results indicate that models which specify media use as a unidirectional cause of participtionn behavior are probably incorrect. Since empirical observations can lead to accurate inferences about the nature of a system only when the causal model is correctly specified, this analysis suggests wider use of techniques which allow the investigation of nonrecursive relationships.

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A Q-SORT STUDY OF THREE VARIABLES IN PRETRIAL NEWS STORIES

Ardyth Sohn, M.A.

Southern Illinois University, 1975

Adviser: L. Erwin Atwood

It was the purpose of this study to examine the effects of three selected variables commonly written into pretrial news stories on a small sample of subjects.

The three independent variables were kind of crime (felony or misdemeanor), name of accused (common or uncommon) and penalty for conviction (high or low). Twenty-four newspaper readers, identified as potential jurors, were asked to read a total of 48 news stories designed to manipulate the independent variables. The subjects were told to sort a predetermined number of stories into nine separate piles arranged in a continuum from most guilty to most innocent.

Factor analysis was utilized to bring to light the opinions of the sorters thereby enabling the reduction of the number of variables to those few which appeared most responsible for the sorting behavior of subjects. Following factor analysis, multiple regression analysis was used to examine factor scores to determine what variables not utilized in the factor analysis itself accounted for significant proportions of variance in the scores for each of the factors isolated.

The study succeeded in identifying one variable (kind of crime) which does seem to affect the opinions of certain subjects concerning the innocence or guilt of those accused in news stories. It appears there is a tendency for some people to assume the accused in a pretrial news story is more guilty than innocent if she or he is charged with committing a felony rather than a misdemeanor.

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NEWS DIFFUSION IN THE NIXON RESIGNATION STORY: A STUDY OF MEDIA USE PATTERNS

Harold L. Sohn, M.A.

Southern Illinois University, 1975

Adviser: L. Erwin Atwood

Results of a survey of 241 residents of the small Southern Illinois town of DeSoto (population 966) indicate television played primary role in disseminating information about President Nixon's August 8, 1974, resignation announcement.

Unlike studies done on the diffusion of information about the assassination of President Kennedy, little interpersonal learning of the Nixon resignation was discovered. Author suggests that degree of anticipatedness is more important than magnitude of event in activating interpersonal channels. Also suggests that making the announcement in prime time over radio and television placed a high constraint on interpersonal learning.

Learning of the fact the President would speak and learning of the actual resignation were compared, and television learning of the actual resignation was significantly greater than television learning of the fact the President would speak. No differences were discovered in age, education, occupation status, political party identification, 1972 presidential voting record or attitude toward the president's decision to resign for persons learning from television and persons learning from sources other than television.

Sex did make a significant difference, however, with women being more likely to have learned of the resignation by television than were men.

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THE EFFECTS OF MULTIPLE GROUP MEMBERSHIP AND GROUP STATUS ON TELEVISION BEHAVIOR

John R. Soloski, M.A.

University of Iowa, 1976

Adviser: Kenneth Starck

This thesis examines the influence the family and the peer group has on a child's television program preferences. Drawing upon work done by John W. Riley and Matilda

W. Riley, David Riesman, and relevant research on reference groups, the study attempts to determine how influential the family and the peer group are in determining the television program preferences of children of various ages.

Specifically, the study compares second, seventh, and tenth graders. The underlying premise of the study was that younger children's television program preferences would be influenced primarily by their families, while the television program preferences of older children would be influenced primarily by their peer groups.

Some of the other variables examined are: parent-child conflict, peer group status, peer group cohesion, family communication patterns, parental authoritativeness, and sex. These variables are examined within the context of a child's television program preferences.

Briefly, the results seem to indicate that younger children agree significantly more with the television program preferences of their families than with those of their peer groups. But as the child matures and enters adolescence, he begins to agree more with the television program preferences of his peer group than with those of his family. Still, the increased influence of the peer group is not as dramatic as the decrease in the family's influence. The study suggests that the groups a child belongs to and the relative importance of those groups do influence the television program preferences of a child.

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THE SPECIALIST-GENERALIST DISTINCTION AMONG OHIO NEWSPAPER REPORTERS

Jonathan Speer Spengler, M.S.
Ohio University, 1976
Adviser: Hugh M. Culbertson

The purpose of this study was to assess the extent of specialization and generalization among a sample of news reporters, and to compare the specialist and generalist reporter.

Four hypotheses were tested. The first was that there is some degree of specialization among all news writers, regardless of job titles of responsibilities. The second was that the longer a journalist is in the profession, the more likely he is to specialize. The third was that generalists have a wider variety of sources, work experience, educational background, and hobbies than do specialists. The fourth hypothesis stated that generalists more than specialists believe in such journalism traditions as the inverted pyramid, summary lead, spot news coverage, and story timeliness.

All available reporters were interviewed in person at five metropolitan daily newspapers. The survey sample consisted of 18 generalists and 33 specialists, for a total of 51 subjects.

Each respondent was placed in one of the following categories, according to his particular job responsibilities: high specialist--devotes working time solely to one specific area of expertise; predominant specialist--devotes over 50 percent of working time to two or more areas of expertise; high generalist--devotes working time solely to general assignment reporting; predominant generalist--devotes over 50 percent of working time to general assignment, but also covers some beats or specialized assignments.

Generalists tended to have been in the profession longer, but respondents were equal in their work experience in non-reporting positions and non-journalistic fields.

Specialists tended to have more formal education while generalists showed a higher probability of attaining a journalism degree. A majority of all respondents, however, expressed favorable opinions toward formal journalism education, and about equal interest in reading and free-time activities and hobbies.

Generalists indicated relying on a greater variety and number of sources than did specialists. Also, generalists believed overwhelmingly in the importance of amiable reporter-source relationships, as well as the journalism traditions mentioned above.

Because there were very few statistically significant differences observed among the respondents, the similarities between the specialist and generalist reporter appeared to be more salient.

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COUNTRY NEWSPAPERS AND A PIONEER CIRCULATION AUDIT FOR THE GEORGIA PRESS ASSOCIATION

David Stanton, M.A.

University of Georgia, 1976

Adviser: Charles H. Martin

Country newspapers play a number of important roles in American society. They entertain and inform their readers as well as ameliorate the sense of alienation which seems to be permeating modern society. They help to create a sense of community.

But for country newspapers to survive, to continue meeting the needs of their communities and readers, they must generate enough revenue to meet their own needs. The major source of this revenue is from advertising. But in obtaining advertising monies, country newspapers are increasingly finding themselves in competition with other media, specifically radio and television.

Most daily newspapers use circulation audits, but most country weekly newspapers do not. This paper records an attempt by a press association, composed primarily of country newspapers, to meet the need for more market research, in combination with a circulation audit.

This thesis presents an historical analysis of Georgia's country, weekly newspapers, and gives a background and up-dated history of the Georgia Press Association. Included is a history and description of major modern circulation auditing firms.

The major emphasis of the thesis is the pioneer circulation audit of the Georgia Press Association, a project which the Association had carried out by a research team at the University of Georgia. The actual audit itself is explained in some detail. Suggestions are made for similar future projects.

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THE *SATURDAY EVENING POST*: ITS FIRST YEARS UNDER GEORGE HORACE LORIMER, 1898-1909

Kathryn B. Stechert, M.S.

University of Kansas, 1976

Adviser: Lee F. Young

The history of the *Saturday Evening Post*, one of the longest continuous histories of any magazine, extends for 148 years, from 1821 to 1969. This thesis is a close examination of one period in the *Post*'s history, a period when the *Post* of the 20th Century was formed.

In 1897 Cyrus H. K. Curtis, founder of the Curtis Publishing Company, bought for $1,000 the *Saturday Evening Post*, which had a circulation of barely two thousand. The following year he hired George Horace Lorimer, a former business man who was then working as a newspaper reporter, to edit the *Post* and watched Lorimer take the *Post* from a dull, eclectic publication to the country's best selling magazine with a circulation of one million in just eleven years.

It is that period that was examined for this thesis, 1898-1909, for it was in the first decade of the 20th Century that Lorimer laid the foundation for the *Post*, gave it an identity, a format, a character--which would be its hallmarks long after Curtis and Lorimer were gone.

This thesis traces the development of the editorial content, and to a lesser extent, the physical appearance of the *Post*, from 1898 to 1909, in order to demonstrate what Lorimer did to bring the *Post* to its 1909 position. The description, written from examination of the magazine and from secondary sources, also includes what Lorimer was saying to Americans about themselves and their world, and what the interests, values, and attitudes of Americans were as reflected in the *Post*.

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WHERE THE SCALES OF FAIRNESS FALL: *THE ATLANTA JOURNAL'S* COVERAGE OF THE 1966 GEORGIA GUBERNATORIAL ELECTION

William P. Steele, Jr., M.A.

University of Georgia, 1976

Adviser: Charles Kopp

The Atlanta Journal, the largest daily newspaper in Georgia, and Lester G. Maddox, the Democratic candidate for governor, were adversaries in the 1966 election--the first contested general election for governor in the state since the Reconstruction eras.

In its November 1, 1966, edition, The Journal endorsed Maddox's opponent, Republican Howard "Bo" Callaway. Throughout the election campaign, Maddox referred to The Journal and her sister newspaper, The Constitution, as "the Atlanta fishwrappers."

Using a methodology designed by Dr. Chilton R. Bush to study election campaign coverage, this thesis attempted to determine if the adversary relationship between Maddox and The Journal adversely affected The Journal's front-page news coverage from September 29, 1966, through November 9, 1966. Headlines and textual statements from the front pages of The Journal were coded as favorable, unfavorable, or neutral to the referents.

A slightly higher percentage of statements was about Maddox than about Callaway. A small percentage of statements was about WIG (the write-in campaign for Ellis Arnall).

A significantly larger proportion of unfavorable textual and headline statements was about Maddox than about Callaway. A larger percentage of total statements about Maddox was unfavorable than those about Callaway.

A slight difference existed between the percentage of total favorable textual and headline statements about Maddox and the percentage of total favorable textual and headline statements about Callaway. However, a significantly larger percentage of the total number of statements about Callaway was favorable than those about Maddox.

A significantly larger percentage of statements from top headlines was favorable to Callaway and unfavorable to Maddox.

It was concluded that The Journal was significantly more favorable to Callaway than to Maddox in its front-page news coverage.

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METHODS OF COMMUNICATION IN A NEW AGE MEDITATION GROUP

Shaiele Stephens, M.A.
University of Pennsylvania, 1975
Adviser: Virginia H. Ingersoll

This study outlined the ways and contexts in which a meditation group, the Sufi Order, communicates to participants basic ideas and skills appropriate to membership in the group.

Organization of the Order, concepts presented in class and the background of members were also described. The group was seen as one of a variety of organizations forming a loose subculture involved in the study of ideas and techniques developed in the major Eastern religions.

Methods of investigation used were participant observation, interviews and brief questionnaires.

Results indicated that communication oriented toward teaching, though including presentation of basic concepts, stressed participation in conscious-altering exercises and de-emphasized intellectual analysis or ideological commitment.

Exercises themselves combined inhibition of certain reactions and forms of communication normally present in social or business interaction but considered by the group to reflect "personality" reactions--a "lower" level of functioning--with encouragement of attention to sensations associated with divine qualities or "higher" levels of emotion and response. Emphasis was placed on a sense of union with others not based on personality affinity or physical or intellectual preferences.

Group leaders directly controlled most teaching and members were initiated into the Order by the leadership.

Initiates were given great freedom in regard to extent and regularity of participation, acceptance and interpretation of Sufi doctrines, and extra-group activities and life-style. Familiarity with teachings and leaders of other "religious" or meditation groups was encouraged.

Among initiates there were constraints on communication, particularly in regard to initiation, debate on teachings and expression of reactions during classes.

There was, therefore, both minimal demand for conformity outside of class and little opportunity for either expression of conflict or modificaiton of Sufi ideas among members as a group. People with different types of commitment, extra-group interests and life styles could participate, yet control of the Order's "message" and means of affirming achievement remained in the hands of a few appointed leaders.

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THE SOUTH CAROLINA PRESS ASSOCIATION: ITS FORMATION AND EARLY HISTORY (1852-1889)

Richard Douglas Stewart, M.A.

University of South Carolina, 1975

Adviser: Perry Ashley

Several attempts were made to form a press association in South Carolina. As early as 1852 editors and publishers observed a need for a professional organization to promote journalism in the state.

It was not until 1875, however, that the atmosphere was conducive to such an organization. The attempted formation of a press association in 1852 soon died when the editors realized such an association could not successfully control the business practices of its members.

An attempted formation in 1873 also failed probably because of the influence of Northern imposed Reconstruction on the state.

In 1875 the editors and publishers of the state's newspapers avoided any attempt to control the advertising or content of press association newspapers. They also added an inducement for the editors to attend the annual meetings; they made the meetings a social event as well as a business meeting.

Although the South Carolina Press Association brought no great reforms to journalism during its first fifteen years, it did help unify the press of the state and brought members of the press together to discuss common problems and issues.

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SPEECH AND ACADEMIC FREEDOM IN THE SECONDARY SCHOOLS: AN EMERGING FIRST AMENDMENT RIGHT

Marilyn Stine, M.A.

Southern Illinois University, 1975

Adviser: Robert Trager

Utilizing pertinent court decisions of the sixties as well as more recent court rulings, three areas of academic freedom were examined. These included: curriculum and textbook selection, protected speech inside the classroom, and protected speech outside the classroom when tied to a professional affiliation.

In spite of the Supreme Court's acceptance of academic freedom as a requisite to a healthy democracy, the implementation of such has been largely left to local school boards. Functional differences in roles between the post-secondary and the secondary level of education in addition to presumed differences in maturity levels have dictated judicial policy in the development of a theory of academic freedom.

Curricular decisions in the classroom are largely regulated by local school board actions. In the assignment and discussion of instructional materials in the classroom, the teacher must consider the applicability of the material to the subject and to the age and maturity of the students.

The *Pickering* decision has been unsuccessfully applied to in-class speech. The discussion of certain sensitive subjects, particularly sexual conduct, is an unresolved issue. Abusive and critical speech of other professionals is unprotected in the classroom. However, the application of *Pickering* to expressions concerning professional matters outside the classroom is too vast and amorphous to make any accurate judgement as to its effectiveness.

Lack in uniformity of state laws regarding tenure and substantive review handicaps the development of a judicial theory of academic freedom in the area of protected speech in the classroom. However, efforts to retard communication between teachers as members of professional organizations within the confines of the school system appear to be constitutionally impermissible.

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GAP IN KNOWLEDGE OF CURRENT EVENTS BETWEEN SELECTED LITERATE AND ILLITERATE NINTH-GRADE STUDENTS

James Edward Stinekraus, M.A.

University of Florida, 1975

Adviser: Harry H. Griggs

This study indicates that there is a positive correlation between reading ability of ninth-grade students and their knowledge of current events the investigator considered likely to be necessary for functioning as a competent citizen.

However, the study also indicates the "knowledge gap" between "literate" and "illiterate" ninth graders may not be so great when measured in terms of current events as when measured in terms of print literacy.

The study also found exceptions to the correlation to be large enough in number to lend plausibility to the arguments of some educators that print literacy may eventually become an elective skill rather than the necessity it is now considered.

Students in this study overwhelmingly listed television as their major and most reliable news source. Friends were listed as their least reliable news source.

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THE EFFECTIVENESS OF THE BROADCAST MEDIA IN WEATHER COMMUNICATIONS IN LUBBOCK, TEXAS

Sara Howes Stone, M.A.
Texas Tech University, 1975
Adviser: Dennis A. Harp

The objective of the study was to determine the level of communication effectiveness achieved by radio and television stations in Lubbock during times of severe thunderstorms and tornadoes.

The survey vehicle was a telephone questionnaire administered to 384 randomly selected persons who live in Lubbock and Lubbock County. The questions asked sought to measure the amount of knowledge survey participants had concerning the methods used by Lubbock radio and television stations to alert citizens of impending severe weather, and the participants' attitudes about severe weather and severe weather communications.

Survey data showed that a majority of the survey participants are concerned about severe weather, and that over half of those persons rely on the television stations to keep them informed during weather watches and warnings. Over 80 percent of the participants recognized and understood the meaning of the visual indicators used on television as weather alert devices. More than 70 percent of the people who said they understood the symbols spent five nights a week or more watching the weather on the nightly news. However, only a small percentage of the sample knew the correct meaning of the civil defense warning siren.

It can be concluded that people in the Lubbock area are interested in severe weather communications, and that they rely heavily on television as their main source of weather information. The use of the visual indicator symbols and messages that appear across the bottom of the television screen has improved communications be allowing information dissemination without program interruptions which normally arouse nothing but criticism.

There is always room for improvement, but generally it can be concluded that the broadcast media in Lubbock is doing an effective job of communicating with the public during times of severe weather.

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USING THE NEWSPAPER SERIES TO STUDY POSSIBLE LEGISLATION AFFECTING THE PUBLIC EMPLOYEE-EMPLOYER RELATIONSHIP IN ARKANSAS

Bobby Lee Stover, M.A.
University of Maryland, 1975
Adviser: Lee Brown

This study is an attempt to use a journalism device--the newspaper series--to examine the prospects for legislation affecting the public employee-employer relationship in the 1975 General Assembly of the Arkansas Legislature. The study attempted to combine academic research with certain journalism techniques to develop a series of articles for publication.

While there is federal legislation giving private employees the right to bargain collectively with employers, there is no federal legislation covering public employees on the state and local level. Therefore, there exists an extreme diversification throughout the United States in the bargaining rights given to public employees.

In Arkansas there is no law concerning public employee collective bargaining, but the chances appeared good for some kind of legislation being passed by the 1975 Arkansas Legislature.

A six-part series of articles were written on this subject. Information was gathered for the series by searching the literature, conducting extensive interviews, studying the collective bargaining laws in other states and sending a questionnaire to selected members of the Arkansas Legislature. The study concludes that academic research helps to organize the reporting in a newspaper series.

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INTERVIEWS WITH SIX EDITORS: THE RELATIONSHIP OF EDITORIAL DECISION-MAKING TO THE FINANCIAL AND INSTITUTIONAL STRUCTURE OF JOURNALS IN COMMUNICATIONS

Suzanne Marie Stuart, M.A.
University of Pennsylvania, 1975
Adviser: Charles F. Hoban

The purpose of this study was to explore the editorial structure (the policy and decision-making) of six scholarly journals in communications in relation to the economic and institutional situations that supported them. The six journals chosen for study were: Audio-Visual Communication Review, Columbia Journalism Review, Educational Technology, Journalism Quarterly, Public Opinion Quarterly, and Public Telecommunication Review.

Open-ended semi-structured interviews of editors, supplemented by background investigation, were used to gather data on the organizational or institutional development of the six publications, the editorial offices, and the systems of financing, i.e., association-sponsored, university press-subsidized, privately published, or combinations of these.

The study was designed to discover just what kind of management system was operating, what constraints were changing, and what interactions took place in an economy downturn.

Interview results showed that all of the journals in the sample felt the effects of the "squeeze"--some more than others. Those journals most affected by the economy were trying to alleviate their situations by changing images, philosophies, names, and broadening into other areas of publishing in hopes of generating supplemental incomes.

The balance of power, which has rested traditionally with the editor, has been shaken by the current economic situation but has not been permanently changed. Moreover, as journals have become more professional in a journalistic sense, the role of editor as manager has increased the power of the editorship.

Overall, results showed that, along with the heavy financial strain, organizational change and evolution in the disciplines directly affected decision-making. The economic climate of the early 1970's only seemed to accentuate the timeless problems scholarly journals face.

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MARGARET FULLER: HER JOURNALISM AND RELATIONSHIP WITH HORACE GREELEY, 1844-1850

Joan Marie Sudol, M.A.
Michigan State University, 1976
Adviser: Maurice R. Cullen

The mark of a truly great journalist is his or her ability to stimulate social and political change. Horace Greeley is already recognized as such a journalist. Margaret Fuller also deserves this recognition.

Fuller's contributions to the journalism profession have been given inadequate appraisal by journalism scholars. Many have perpetuated "Margaret myths" which tend to be erroneous in bringing out certain facets of her life and personality and which shed little light on her role as a pioneer in the history of journalism. She was an intelligent woman and an innovative journalist, writing frankly in a day of literary and social ignorance and in a time when she was one of the few with enough courage to do so.

Horace Greeley gave her the chance to become the first member of her sex to enter newspaper journalism and to achieve the distinction of being the first female American foreign correspondent. A critical assessment of Fuller's association with Greeley is an important aspect of creating a true picture of her.

Fuller wrote almost two hundred articles on literary and social topics for Greeley's New York Tribune between December 1844 and August 1846. She wrote thirty-three lengthy dispatches during the next two years from Europe as foreign correspondent for the Tribune.

A more thorough assessment is made in this thesis of the opinions that Fuller and

Greeley shared and the way in which they influenced each other in social and political ideas.

Transcendentalism and Fourierism shaped their personal ideals, which were reflected in their dealings with society, and are given the attention that they merit. Fuller's social cause columns are given a thorough scholarly examination and reveal a dimension of the relationship between Fuller and Greeley that has warranted more attention.

A 1970s approach to their theories of women's rights show them in many cases to foreshadow modern-day feminism, and again reveals further insights into their personal and journalistic relationship.

Fuller's foreign correspondence during the Italian revolution is revealed as the apogee of her journalistic career. A close examination is made into the intriguing comparison between her writing during this period and Ernest Hemingway's reports on the Spanish Civil War.

New light is shed on the confusion that existed in the personal and professional relationship between Fuller and Greeley during the last two years of Fuller's life and which changes the whole complexion of that relationship.

If Horace Greeley is remembered for his innovative contributions to journalism, then Margaret Fuller should also be remembered and in a manner that eliminates the "Margaret myths."

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FIRST AMENDMENT RIGHT OF PRISONERS TO ACCESS TO THE PRESS: A STUDY OF THE JOURNALISTIC AND LEGAL ISSUES

Phillip M. Swartz, M.S.
University of Kansas, 1975
Adviser: Del Brinkman

Few legal areas are undergoing more rapid change than those concerning the legal rights of convicted persons confined in correctional institutions. This thesis examines the First Amendment right of prisoners to have access to the press in relation to prison administrative policy bans on access.

Prisoner-press access is examined from the viewpoint of prison administrators, prisoners, courts, and the press, to determine whether access would hinder prison administration.

The thesis analyzes all past court decisions pertaining to the rights of prisoners to have access to the courts. In addition to any First Amendment right of prisoners to have access to the press, the thesis also examines the issue of prisoner-press access in light of the press' right to investigate and the public's right to know.

The thesis includes the results of a survey of fifty-one correctional institutions for statistical data on the actual policy bans on prisoner-press access.

The thesis concludes that the lifting of all bans on prisoner-press access carries with it the risk of abuse and indiscretion by both prisoners and the press. However, a policy of access with few limitations provides a clearer and more open picture of how our penal system operates.

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PREDICTING SUCCESS IN NEWS EDITING COURSES

Sara Elaine Fuller Tankard, M.A.
University of Texas, 1975
Adviser: A. Richard Elam

This study investigated the relationship between news editing course success and various predictors. Data were gathered on 222 U.T. Austin students from questionnaires and campus records.

Grammatical ability on the Nelson-Danielson standardized journalism grammar test was a valid predictor of editing grade (Pearson $\underline{r} = .44$, $\underline{p} < .001$). In a stepwise multiple regression analysis, the test was the second highest predictor of seventeen, after grade-point average.

An equation was constructed with the three highest predictors: Gradepoint average, Nelson-Danielson score, and Scholastic Aptitude Test (SAT) Mathematical score.

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A CONTENT ANALYSIS OF COMPARATIVE ADVERTISING IN SELECTIVE MEDIA: 1972-1974

Robert S. Tarren, M.A.
University of Florida, 1975
Adviser: Leonard J. Hooper

In 1972 The Federal Trade Commission sent a letter to the ABC and CBS networks expressing its concern with those networks' policy of not accepting advertising which named or identified competing brands. The philosophy of this letter helped lead to the creation of the present trend of using comparative advertising as an executional device. The purpose of this study was to analyze how this trend has developed and progressed since 1972.

The specific methodology of the study revolved around a content analysis of advertisements in four magazines over a three-year period. The years chosen were 1972, 1973, and 1974, and the magazines were Time, Advertising Age, Ladies Home Journal, and Administrative Management. Each year was split into two three-month segments, one consisting of March, April, and May, the other consisting of August, September, and October. The magazines represented both the consumer and trade magazine industries.

Each ad in these issues of these magazines was coded as either comparative or noncomparative. A comparative ad was considered to be that which names or otherwise identifies one or more competing brands in terms of one or more attributes.

Trends were found to exist in the type of products that use this device, and in the explicitness of the advertisement according to magazine type. The number of attributes used and the number of brands identified varied without observable pattern. The greatest amount of consistency in the implementation of comparative advertising existed within the confines of the individual campaigns as they developed temporally.

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EDUCATIONAL FUND-RAISING: THREE METHODS

Martha Taylor, M.S.J.
West Virginia University, 1975
Adviser: Edward C. Smith

This thesis integrates theories of professional educational fund-raisers in soliciting alumni face-to-face, by direct mail, and by telephone. The annual-giving campaign is used for illustration. Principal users of the thesis may be students and beginning fund-raising practitioners in higher education.

Principal sources were professional papers, other documents, and interviews with professional fund-raisers. Sources of most value were papers in the library of the Council for Advancement and Support of Education (CASE), Washington, D.C., and interviews with professional development officers at West Virginia University.

The study reveals the important role of development for support of colleges. Involved are alumni relations, public relations, and fund-raising. Three forms of giving studied include capital, deferred, and annual.

Face-to-face solicitation seeks $100 or more from each prospect. Telephone solicitation is used where high alumni concentration and support are found. Direct mail is used for general solicitation and for maintaining contact with the alumni when they are not being solicited by the other two means.

Effective use of volunteers will help insure success of the annual giving program.

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THE CREDIBILITY OF TWO EMPLOYEE MAGAZINES

John J. Teunessen, M.S.
University of Utah, 1975
Adviser: Milton C. Hollstein

Credibility research was conducted on two employee magazines, one published by a utility company that employs 2,456 persons, and the second published by a mining corporation that employs 7,959 persons. The research purpose was to determine the credibility level of the two magazines and to compare the magazines.

It was hypothesized that both employee magazines would be perceived as low in credibility by employees who read the magazines. The primary basis of the hypothesis was that since low credibility is associated with bias, the magazines which are biased in favor of the viewpoints of management, would be perceived low in credibility.

It was also hypothesized that there would be an association between magazine credibility and the proportion of magazine content read per issue. The basis of the hypothesis was the concept of selective exposure.

The research method used was a questionnaire of thirteen items mailed to a sample of persons actively employed by each company. The sample design was systematic sampling of both populations. The sample size for the utility company was 385; it was 400 for the mining company. The sample sizes represent the populations at the 95 percent confidence level. The response rate was 69 percent for the utility company and 58 percent for the mining company. Chi-square testing of the responses of a second mailing to a sample of the nonrespondents of the first mailing, showed no significant difference between their responses and the responses of the first-mailing respondents.

The response data showed that both employee magazines were not perceived low in credibility by leaders. The data also showed an association between magazine credibility and the proportion of magazine content read per issue.

The magazines were simultaneously perceived credible and biased by respondents. The explanation is that the magazines do not claim to be unbiased and employees expect the magazines to contain favorable content that promotes the companies.

A comparison of both employee magazines showed one more credible than the other. A further comparison showed that the magazine which was perceived more credible, wsa also perceived more accurate in content; had fewer discrepancies between content and company actions; had a greater association between credibility and the proportion of content read per issue; and was perceived less biased.

The response data from both samples showed no association between the sex of an employee and credibility; both showed associations between age and credibility and years of employment and credibility, because as the age of an employee increased and years employed by the company increased, magazine credibility increased. Also, the data from both samples showed that whether or not the editors of the magazines were known by employees, credibility was not affected.

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A COMPARISON OF THE COMPANY MAGAZINE AND THE GRAPEVINE AS SELECTED COMMUNICATION CHANNELS AT THE SOUTHLAND CORPORATION

Nora Jean Thompson, M.A.
North Texas State University, 1975
Adviser: Tae Guk Kim

This thesis set out to evaluate and compare two communication channels at Southland.

Writings on the grapevine were researched, but no studies comparing formal and informal communication channels were uncovered. One thesis on communication networks recommended such a comparative study as a need to add to the knowledge of corporate communication.

Data were obtained through a survey in the Summer, 1975, magazine. Following an introduction, explanation of data-collection procedure of the survey, overview of communication in formal and informal organizations, and analysis of the survey data, conclusions were drawn that the magazine is an effective formal communication, tool, but that it cannot serve all the formal communication needs of the company, and that expansion of the company's formal communication program is needed. Even so, the formal communication, The Southland Family, remains a more effective channel of communication than the grapevine.

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VOICES OF IOWA: A DESCRIPTIVE THESIS

Bernard M. Timberg, M.S.
Iowa State University, 1976
Adviser: Jack Shelley

"Voices of Iowa" is a series of four radio documentaries on Iowa story tellers. The audio tapes of these documentaries are on file in the Media section of the Iowa State University Library, and audiocassette copies are also available in the ISU Journalism Department.

The written portion of the thesis presents a detailed background statement on how the documentaries were done and their usefulness as documents of contemporary folklore and oral history.

This was one of the Journalism and Mass Communication Department's first creative theses in practicing broadcast journalism. (The objective of the creative thesis in broadcast journalism is to integrate advanced graduate research work with professional broadcast techniques.)

Each documentary featured a different story teller from a small or medium-sized town in Iowa. The stories were primarily "memorates"--accounts of personal history. The documentaries integrate narration, originally produced or recorded music, and the voices of the story tellers themselves to produce a sound portrait.

In the course of these sound portraits the story teller presents his or her insights into various aspects of Iowa history: the early railroads (one of the story tellers was a railroad conductor from 1909-1955); the riverboating industry (a woman story teller had been chief steward on the steamboat "Delta Queen" in the 1950's); and immigrant history in Iowa (a third story teller recounted the story of how he arrived in this country as an immigrant in 1911 and built a successful grocery business in central Iowa).

Each of the documentaries concentrated on the affective qualities of the story teller's presentation--how each story teller felt about his work and personal experiences --rather than the cognitive details of the stories themselves.

The series "Voices of Iowa" was broadcast on WOI-AM and FM, the Iowa State University owned National Public Radio station located in Ames, Iowa.

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MASS MEDIA USE AND THE NEED FOR STIMULATION

Albert Rea Tims, Jr., M.A.
University of Wisconsin, 1976
Adviser: Steven H. Chaffee

The role of a general need for stimulation in mass media use is explored. Stimulation-seeking is proposed as a possible explanatory reason why some individuals find the mass media a preferred alternative for the gratification of certain needs and others do not. The relationship between stimulation-seeking and political involvement, future occupational attribute preferences, and sex role attitudes is also explored.

A sample of University of Wisconsin undergraduates (N = 597) was used. A 22 item self-administered forced choice questionnaire was used to measure stimulation-seeking.

Factor analysis of the stimulation-seeking scale revealed two basic dimensions. Consistent with previous research these dimensions were labeled Thrill and Adventure Seeking and Experience Seeking. Correlational analysis showed stimulation-seeking to be significantly related to newspaper public affairs reading but not to television public affairs viewing. Stimulation-seeking was negatively related to prime-time television viewing and general (escape and relaxation) media gratifications.

Analysis of the non-media variables showed a strong association with liberal political and sex role positions. Political participation and non-traditional occupational attribute preferences were also significantly related to stimulation-seeking.

The results were discussed in terms of their implications for media gratifications research. The role of the relationship between the two stimulation-seeking dimensions was also discussed.

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A SURVEY OF TELEVISION REPORTERS' VIEWS CONCERNING PUBLIC RELATIONS PRACTITIONERS' DEMONSTRATED KNOWLEDGE OF THEIR TECHNICAL NEEDS AND DESIRES

Don E. Tomlinson, M.A.
North Texas State University, 1975
Adviser: Douglas Starr

This study determined attitudes held by television reporters nationwide toward PR practitioners' demonstrated knowledge of the technical side of television news.

Findings that emerged from the study were:

1) Television reporters were undecided whether practitioners needed an educational

background in PR, and believed they needed an educational but not a professional background in television reporting.

2) They believed practitioners knew too little and should improve their knowledge, and that practitioners' employers would benefit therefrom.

3) They valued the assistance of practitioners.

4) There were moderate degrees of off-the-job contact and interest therein.

5) They divided evenly on the question concerning practitioners' specific demonstrated knowledge of the technical side of television news.

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SOME AMERICAN INDIANS' NEWSPAPER READERSHIP HABITS AND ATTITUDES IN SALT LAKE VALLEY, UTAH

Elizabeth Mallary Trice, M.A.
University of Utah, 1975
Adviser: George A. Everett

One of the two major purposes of the study is to find out how some American Indians in the Salt Lake Valley view the white-owned press and whether or not it is responsive to their needs. The second major purpose is to determine whether or not there is need for a local Indian newspaper and, if there is such a need, to generate ideas for planning it.

The most up-to-date, comprehensive list of Salt Lake Valley Indians was obtained from the United Council of Urban Indian Affairs. The list had 539 names for which 193 telephone numbers were obtainable.

Eighty-four usable responses to the questionnaire were obtained, sixty-nine with Indians and fifteen with non-Indians. Respondents were fairly representative of Salt Lake County Indians in their educational status and tribal affiliation. However, they probably had lived in the Salt Lake Valley longer than most Salt Lake Valley Indians have.

Newspaper reporting on Indians appeared to be important to respondents. Sixty-six and seven-tenths percent did care whether the Salt Lake Tribune and Deseret News report on Indians. Several topics pertaining to Indians were rated important to be covered in the Salt Lake Tribune and Deseret News by a majority of them. Sixty-three and one-tenths percent said they would take advantage of one or more programs providing social, cultural, and religious activities for Indians if they knew more about them.

Readership of the Salt Lake Tribune and Deseret News was greater than might be expected in view of other studies of newspaper readership among minorities; 81 percent of respondents said they read the Salt Lake Tribune, and 66.7 percent said they read the Deseret News. A majority said they liked to read these items in a newspaper: news stories, editorials, features, and sports. Respondents did not look upon newspapers as losing in competition with other media to a great extent.

Low readership figures concerning reporting on Indians suggest that there is room for improvement in coverage of Indians by the Salt Lake Tribune and Deseret News. Furthermore, while answers concerning whether the papers did a "good job" or a "poor job" were inconclusive, respondents believed that the local white-owned press does a poor job in comparison with Indian newspapers. The Indian newspapers were rated as almost completely truthful by more than three times the percentage of respondents who so rated the reporting on Indians in the Salt Lake Tribune and Deseret News.

Only 50 percent of respondents said they read an Indian newspaper. Of those who didn't read one, 71.4 percent stated that the reason was that they couldn't find any. Seventy-two and nine-tenths percent of Indian papers were said to do a "good job," and 55.6 percent were rated truthful.

Many Indians apparently are not taking part in Indian programs because they are not now reading about these programs in Salt Lake newspapers. The data suggest that if newspapers are to serve Salt Lake Valley American Indians, reporting about Indians in the local newspapers needs to be changed. However, more research needs to be carried out to determine why the Salt Lake Tribune and Deseret News failed to meet the expectations of respondents. The Indian papers should be well-publicized and made readily available in places where Indians gather. It is suggested that a study of local Indian newspaper readership habits and attitudes be undertaken using a random sample and a random control group.

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MEDIA USE HABITS OF CHINESE ADULTS IN VANCOUVER, CANADA

Chia-Chi Tsang, M.S.
Murray State University, 1975
Adviser: Carl J. Denbow

The purposes of this study were: 1) to find out how much time Chinese adults in Vancouver, Canada, devote to radio, television, newspapers, and magazines; 2) to find out specifically what they listen to, watch, and read; 3) to probe why they listen to radio, watch television, read newspapers and magazines; and 4) to discover from which mass medium they get most local, provinical, national, and international news.

A sample for this study was developed using the Vancouver Chinese Directory & Telephone Book, which contains listings for all Chinese background individuals living in the city. A random sample of 200 housing units was drawn. By telephone interviews a response rate of 89 percent was obtained.

There were 17 hypotheses to be examined in this study. Sixteen of these hypotheses were worded in terms of predicted relationships between media usage and various demographic characteristic, such as sex, age, education, occupation and income. These hypotheses did not distinguish between news and entertainment functions. Partly as a consequence only three of the hypotheses were confirmed by the data, which indicated that some strong differences existed between demographic categories and media usage of particular content-types. The remaining hypothesis, dealing with news credibility, was not confirmed though the results were in the predicted direction.

Some of the conclusions derived from the research are:

1) More than seven out of every ten respondents used radio, television, and newspapers "yesterday" while only four in every ten used magazines.

2) Radio usage did not correlate significantly with sex, age, education, occupation, and income.

3) Television news usage was significantly and positively correlated with income, and occupation level, while general television viewing correlated significantly, but negatively, with occupational level.

4) Newspaper reading was significantly and positively correlated with age, education, occupation, and income, but not with sex.

5) Women spent significantly more time reading magazines than men.

6) Newspapers were primarily used for information, while the other mass media were primarily used for entertainment.

7) Newspapers were the primary news source of national and international news, provincial news, and local news.

8) Television and newspapers were far ahead of the other news media in terms of credibility. Television itself had a slight, but not significant, lead over newspapers.

One other slightly more general observation needs to be made. Although it was assumed that Chinese-Canadians would have media habits more like other North American ethnic groups (particularly black) than like the general population, it was found in this present research that the opposite was true.

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VIEWERSHIP CHARACTERISTICS OF THE PUBLIC TELEVISION AUDIENCE ACCORDING TO PROGRAMMING CATEGORIES

John William Turner, Jr., M.A.
University of Florida, 1976
Adviser: Kenneth A. Christiansen

The people who constitute the viewers of public television are not generally considered a mass audience. Rather, they make up many smaller, distinct audiences; they turn to public television to watch specific programming according to their individual interests.

These programs can be categorized into three rather broad subgroups: those with mainly cultural interest; those with general information/education as their major emphasis; and those dealing with public affairs.

In general, there seems to be no specific tendency for viewers to watch exclusively in one category or to avoid watching programs of one certain type. Interest in seeing more of a program type usually lead to viewers watching more of that type of program, but did not preclude them from watching programs in other program categories. Demographic factors did not emerge as major determinants in any category.

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PRESIDENTIAL SPOT ADVERTISING: A DESCRIPTIVE STUDY

Doran J. Twer, M.A.
University of Pennsylvania, 1976
Adviser: Robert Lewis Shayon

This study analyzed the television spot advertisements of the major party presidential candidates from 1960 to 1972. Content analysis was used to determine each candidate's spot techniques.

Four basic areas were considered: 1) the way a candidate appeared in his own spots (on film only, on film and speaking, etc.); 2) the format of his spots (dramatization, documentary, etc.); 3) the use of an opponent (attacking him in the spot or not mentioning him at all); and 4) the basic issue discussed in his spots (foreign affairs, the economy, etc.).

Data generated from individual spot campaigns was used to analyze each candidates efforts at image creation. In addition, data was aggregated to see whether party affiliation or incumbent and non-incumbent status had any bearing on political advertising techniques. Thirdly, the data was viewed through the years to isolate trends which might be developed in spot advertising.

It was found that incumbent status was related to the use of certain techniques (as measured by the various content analysis subcategories). Party affiliation showed little important relation to techniques used by the Presidential candidates. One significant trend could be found in the development of spot formats since 1960.

Most importantly, the realm of national political spot advertising was systematically described and analyzed. Speculation on each candidates motivations in the production of political spots was backed by qualitative data in order to provide a first step in eventual studies of politics and television advertising.

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ETHICS IN JOURNALISM: A STUDY OF SOCIETY'S NEEDS AND EXPECTATIONS

Thomas Paul Vidovich, M.S.J.
West Virginia University, 1975
Adviser: Edward C. Smith

This study is to help the student of journalism understand the mass media practitioner's social responsibilities manifested in the established ethics of American journalism.

Codes, criticism, analysis, opinions, and literature of mass media scholars, practitioners, critics, and professional organizations are used to help explain the ethics and social responsibilities.

The study calls upon history to reveal how society has grown to need and expect the mass media to carry out certain responsibilities. As a consequence of this evolution, society is vulnerable to and dependent upon the mass media to properly carry out those responsibilities.

If the media fail, then our social, political, and economic systems will not function properly. Our society's primary assumptions of political philosophy help determine society's needs and expectations of the media.

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BLOOD AND BEER: A TELEPLAY

Theodore Vodde, M.A.
University of Florida, 1976
Adviser: M. N. Edwardson

Blood and Beer is a comedy. The characters and incidents described are fictitious. An attempt is made to lampoon contemporary mores concerning: love, marriage, and premarital cohabitation, framed by the idea that friendship and comradeship between men still exist as they did in the explosive Viking days from which comes the title Blood and Beer.

The plot involves three young men: George, Ted and Jim, who one night in a drunken revel swear never to marry until they are thirty-five years old. Jim inadvertently meets Jackie, a young school teacher who lives with a frustrating roommate. Jim invites Jackie into his home with the reluctant acceptance of Ted and George.

Mrs. Willard, a vengeful old teacher from school, calls upon Jackie in her new home and discovers her living arrangement. To get Jackie fired, she reports the arrangement to the school principal. Jim and Jackie plan a fake marriage to placate the principal and the school board with Jim reluctantly keeping the truth (that the wedding is a fake) from his roommates at Jackie's request.

Ted and George, true to their oath of "blood and beer," plot to disrupt the marriage and kidnap the groom. This they accomplish.

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GROVER C. HALL, JR.: PROFILE OF A WRITING EDITOR

Judy Means Wagnon, M.A.
University of Alabama, 1975
Adviser: Frank Deaver

Grover C. Hall, Jr., edited the Montgomery Advertiser from 1948 to 1966, working at the desk of his Pulitzer Prize-winning father. He represented a diminishing breed, the writing editor with an individualized style. He composed, rather than wrote.

Hall's stature was regional until 1956, when he burst upon the national scene with an editorial series which attacked Northern papers for front-paging racial strife in the South while ignoring it in their own backyards. This series, which he entitled "Publish It Not in the Streets of Askelon," won the 1957 Headliner Award.

This work delineated Hall as a writing editor and examines some of the forces that shaped him into an important journalist. The work delves into Hall's relationship with his father. Hall was fated to live in the penumbra of a famous father; he was both illuminated and shadowed by the light of the elder Hall. He was also the product of a Southern town and of an old-fashioned, personalized newspaper. With the exception of brief excursions into these dominant forces in Hall's heritage--the town, the paper, the father--most of the research concentrates in the area of Hall's career.

Hall felt himself the incarnation of the Advertiser. The paper was his life. His birth was announced on its editorial page. He went from cub reporter to columnist to editor, a position which held a dynastic quality for him. After the paper was sold by his publisher-friend in 1963, Hall chafed under the new management, thinking them interlopers into a noble heritage. In 1966, Hall was fired from his post as editor, a blow from which friends say he never recovered. He spent an unhappy year as editor of the editorial page of the Richmond News Leader and then went to Washington as a nationally syndicated columnist.

In 1970, a homesick Hall decided to end his exile and return to Montgomery, as chief editor of campaign literature for George C. Wallace. En route home, he suffered the effects of a brain tumor and was erroneously jailed for driving while intoxicated. He subsequently underwent surgery and a long, painful year of dying. His obituary appeared on the Advertiser's front page and the cycle, 1915-1971, was completed.

Hall's years as editor spanned the major steps in the civil rights movement in the South, and these events are briefly noted as they affected his career. Hall opposed the Klan, opposed violence, and supported freedom of thought and speech. He marched with neither the integrationists nor the segregationists. Unlike the image of his father, he was not a civil rights liberal. He was in the struggle for freedom, but he perceived the victims to be the South and the individual, rather than the Negro.

Hall is portrayed as a writing editor. His words speak for him: they glow with talent, they explode with conviction, they reflect erudition and perspective and courage. In the main, they defend the two causes Hall held dear--his home region and his profession. He thought the newspaper business was man's noblest calling.

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ATTITUDES OF AIR FORCE FEMALE TRAINEES TOWARD ENLISTMENT

Joseph M. Wagovich, M.A.
University of Missouri, 1975
Adviser: Keith P. Sanders

In the interest of women's equality and toward the achievement of All-Volunteer goals, the armed services utilize women in traditionally male-dominated skills. The Air Force currently recruits half its female enlistees for guaranteed training in mechanical, electronic, and other fields unfamiliar to the average woman. Recruiters have experienced some difficulty in reaching women who are willing and able to enlist in these skills.

This study provides advertisers with the basis for a communication strategy aimed at reaching the appropriate segment of the female recruiting market. By means of Q-technique, the author identified major attitudes toward enlistment, expressed by Air Force women undergoing basic training.

Sixty-six women airmen Q-sorted sixty opinion statements along an eleven-point continuum arranged from most agree to most disagree. The statements contained opinions of motivation forces, personal influences, and general impressions about military service.

Factor analysis yielded five attitude models. Type One was interpreted to be a somewhat immature, homesick trainee who defended the traditional role of women in the home. Type Two joined the service because it offered her a better job opportunity than that available to her as a civilian. Type Three was an adventure seeker infatuated with the military member role. Type Four, seemed to be the service's most promising prospect, had career interests and the desire to cooperate and work hard. Type Five represented the women emancipated from the boredom of "women's work" and intent on self-improvement.

The results were discussed in terms of: a) the effects of personal influence and probable cognitive dissonance encountered in post-decisional reflection; b) the relationship of motive-opinions and evaluative-opinions within the attitude models; and c) practical suggestions for Air Force recruiting advertisers.

A COMPARATIVE CONTENT ANALYSIS OF ARTICLES AND ILLUSTRATIONS IN THE *COURIER-JOURNAL* AND THE *LOUISVILLE TIMES*

Edwin L. Walston, M.S.
Murray State University, 1976
Adviser: Robert H. McGaughey

This study was a comparative content analysis of the source area (local, state, national, and international) of articles and illustrations in the *Courier-Journal* and the *Louisville Times*. The time period covered was from April 2, 1975, through May 1, 1975.

In addition to the four source categories listed above, separate classifications were added for Southeast Asia coverage and coverage of busing in the Jefferson County schools. A seventh category was added for material that was unidentifiable with any listed source area.

Previous research indicated that few significant differences in proportional space devoted to different source areas sh[illegible] expected between joint printing new[illegible] and between competitive and non-competitive newspapers. The lone exception to this was that a significant difference in local content could be expected when comparing papers under intense competitive pressures.

Since the *Courier-Journal* and the *Louisville Times* are perhaps even more monopolistic than the joint printing newspapers in previous research (because they are jointly owned) no significant differences in source areas were expected, even though the stated editorial policies of the two papers call for the *Times* to emphasize local news and the *Courier-Journal* to emphasize state, national, and international content.

Hypothesis one, that the *Courier-Journal* would not give a significantly greater percentage of its news hole to state coverage than the *Times*, was rejected. Concurrent with its stated editorial policy, the *Courier-Journal* did give a significantly greater percentage of its space to state coverage ($x^2 = 596.60$, $p < .001$).

Hypothesis two, that the *Courier-Journal* would not give a significantly greater percentage of its news hole to national coverage than the Times, was rejected, but it was rejected in the opposite direction than expected. The Times gave a significantly greater proportion of its space to national coverage than did the Courier-Journal ($x^2 = 48.72$, $P < .001$).

Hypothesis three, that the Courier-Journal would not give a significantly greater percentage of its news hole to Southeast Asia coverage than the Times, was rejected. The Courier-Journal did give a significantly greater proportion of its space to Southeast Asia coverage than did the Times (x 253.36, $P < .001$).

Hypothesis four, that the Courier-Journal would not give a significantly greater percentage of its news hole to international coverage (other than Southeast Asia coverage) than did the Times, was also rejected. The Courier-Journal did give a significantly greater proportion of its space to other international coverage ($x^2 = 84.48$, $P < .001$).

Hypothesis five, that the Times would not give a significantly greater percentage of its news hole to coverage of busing in the Jefferson County schools than the Courier-Journal, was rejected in the opposite direction than expected. The Courier-Journal gave a significantly greater proportion of its space to busing coverage than did the Times ($x^2 = 28.40$, $P < .001$).

Hypothesis six, that the Times would not give a significantly greater percentage of its news hole to local coverage (other than busing) than the Courier-Journal, was rejected. Concurrent with its stated editorial policy, the Times did give a significantly greater proportion of its space to local coverage than the Courier-Journal ($x^2 = 263.30$, $P < .001$).

Additionally, in an area in which there was no stated hypothesis, the Times devoted a significantly greater percentage of its news hole to content that was unidentifiable with any listed source area than did the Courier-Journal ($x^2 = 307.02$, $P < .001$).

This study showed that there can be a significant difference in proportional space devoted to different source areas in jointly owned newspapers.

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CHILDREN'S REACTIONS TO A CHILDREN'S NEWS PROGRAM: RECALL, RECOGNITION, AND LEARNING

Sara Ann Ward, M.A.

Texas Tech University, 1975

Adviser: Alexis S. Tan

Recent concern over children's programming has led the Federal Communications Commission to establish certain guidelines for broadcasters. Accordingly, the three major networks have the responsibility to provide "reasonable amounts" of children's programming with a significant percent of material having an "educational nature."

The Columbia Broadcasting System's News Division has begun one such innovative program, "In the News," which is a one and one-half minute news program broadcast every thirty minutes between cartoons on Saturday and Sunday morning. This study examines the reception of "In the News" by children and attempts to determine if: 1) the reception of "In the News" is by children within the target audience's ages; 2) if children recognize the news program as a program; 3) if children learn from "In the News"; and 4) to compare children's learning from "hard news" (of a political, economic, or social nature) and "soft news" (of a non-political or human interest nature).

Two hypothesis were tested in the thesis: 1) older and younger children exposed to "In the News" will learn news of current events, and 2) older and younger children will learn more from hard news than soft news.

Two cartoons, six commercials, and two "In the News" programs recorded on video cassette were played during an experiment with 77 participants divided into a control and an experimental group.

It was found that "In the News" is an effective educational method for fourth, fifth, and sixth grade students and that children in these grades learn more from hard news than from soft news. However, it was also found that "In the News" does not communicate information equally to all ages in the target audience.

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PROFILES OF THREE RELIGIOUS MAGAZINES, 1954-1974

Henry S. Waterhouse III, M.S.
University of Kansas, 1976
Adviser: J. Laurence Day

Several magazines serve Protestant Christianity in the United States, representing a variety of denominational and theological viewpoints. Of these, Christian Life, Eternity, and Moody Monthly are non-denominational, theologically fundamental, and of general interest.

This thesis draws profiles of the three magazines during a period in the history of U.S. Protestant Christianity when there were such challenges to fundamentalism as the radical "death of God" theology and the rise of the emotional "Jesus movement."

The principal premise of the thesis is that all three magazines retained their fundamentalist posture in spite of the challenges, though each takes a different approach to its representation of Protestantism.

The profiles include historical and editorial developments of the twenty-year period, a brief statistical analysis of advertising and editorial content, and physical descriptions of sample issues of each magazine at the beginning, middle, and end of the period studied.

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PUBLIC SERVICE GATEKEEPING DECISIONS AT MISSOURI COMMERCIAL TELEVISION STATIONS

Paul A. Watkins, Jr., M.A.
University of Missouri, 1975
Adviser: Keith P. Sanders

Many not-for-profit organizations make television public service announcements an important part of their communication efforts. Yet, few studies on the decision making of television public service gatekeepers have been reported.

This study addressed the questions: What types of public service spot announcements do Missouri television stations broadcast and what types do they decline to broadcast? And, what factors affect the decisions they make regarding the use or non-use of public service spot announcements that they have an opportunity to broadcast?

A survey of gatekeeping decisions made at Missouri television stations during a two-week period, a questionnaire, and in-depth interviews of gatekeepers were employed in the study.

Results of the study suggested a mechanism underlying the decision making of most public service gatekeepers. The mechanism was described as a series of at least three gates through which public service announcements must pass before being aired.

The study also indicated that most of Missouri's television public service gatekeepers accept for broadcast the vast majority of the public service announcements they are asked to run.

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ERRONEOUS RECALL OF ADVERTISING MESSAGE SOURCE

Linda Ann Watson, M.A.
University of Florida, 1976
Adviser: Leonard J. Hooper

The ability of persons to correctly recall an advertising message source was tested using four hundred persons selected at random from the telephone directory of Ocala, Florida. The hypothesis was that people who could recall an advertising message could not correctly recall the medium which was the source of the message. Instead, they would choose television, thinking this to be the medium with which they spend the most time and in which they view the most advertising messages.

An original slogan was developed for a local advertiser in Ocala, Florida. The slogan was painted on two billboards on main arteries but was not used in the store's other advertising on television, radio, or in the newspapers.

After six weeks, a telephone survey was made of four hundred Ocala households. Respondents were asked to identify the slogan and those who identified it correctly were asked where they had seen or heard the slogan.

A little less than half of the respondents could identify the slogan and there was almost no correct identification of the source of the slogan. Almost half of those respondents who could identify the slogan cited newspapers as the source with a somewhat fewer number citing television.

It was confirmed that the respondents could not correctly identify the source of the advertising message. However, newspapers were most frequently cited as the source, contrary to what had been expected.

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ALTUS GALAXY: READERS' PREFERENCES FOR SIX CATEGORIES OF NEWS STORIES

Robert Paul Wegener, M.S.
Oklahoma State University, 1975
Adviser: W. J. Ward

This study sought readers' preferences for six categories of news in the Altus Galaxy, Altus Air Force Base's newspaper.

The questionnaire included 50 statements about news stories that base personnel might read in the Galaxy. The 234 randomly-selected participants indicated their degree of interest in each item on a seven-point scale, ranging from "very interesting" to "not at all interesting."

Questionnaire statements representing the categories of Altus Galaxy news stories--management, editorial, feature, names-in-the-news, family and general interest--were independent. The assigned variable comprised the five groups of Altus Air Force Base personnel--field grade officer, company grade officer, senior NCO, NCO and airman--selected to respond to the questionnaire.

A correlated-group variance analysis was used to analyze preference scores. Only senior NCOs displayed a significantly higher interest in the six categories of news stories than field-grade officers, NCOs and airmen.

On the other hand, all categories of news stories differed in their interest-pulling power, except management and general interest stories which were equally interesting. Both management and general interest articles were more interesting than any other types of stories.

Interaction between categories of Altus Galaxy news stories and types of Altus Air Force Base personnel was not significant. However, possible interactive tendencies were noted by inspecting the difference in interest each type of personnel registered between any two categories of news.

At the time this study was conducted, almost 70 percent of the Galaxy's audience were staff sergeants, sergeants, airmen 1st class, airmen and airmen basic. Studying preferences of these readers and gearing the Altus Galaxy toward this audience was suggested.

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PAMPHLET NO. 5 AND THE FREEDOM TO PUBLISH AT IOWA STATE COLLEGE

Muriel Ann Weir, M.S.
Iowa State University, 1976
Adviser: James W. Schwartz

This study examined the history of the controversy in 1943 and 1944 over the fifth pamphlet in the Wartime Farm and Food Policy Series originating in Iowa State College's economics department. Pamphlet No. 5 advocated that less whole milk be channeled into butter production and that margerine as a butter substitute be made more easily available by lifting stringent governmental regulations.

The dairy groups in Iowa objected to the pamphlet and were joined by the Iowa Farm Bureau in demanding it be withdrawn. The controversy resulted in the retraction of Pamphlet No. 5 on July 12, 1943, its rewriting and reissuance the following May, and the resignation of Theodore W. Schultz, head of the economics department.

This study examined several issues as well: review procedures, the Iowa Farm Bureau's influence on the college administration, public policy research at a land-grant institution, and academic freedom at Iowa State College--specifically the freedom to publish.

The study concluded that the research and recommendations in the retracted pamphlet were sound. The attacks on the pamphlet and the college's response revealed the difficulties of public policy research efforts at a land-grant institution. The study also concluded that because of the Farm Bureau's ties with Extension, its influence on administrative actions may have been greater than that of dairy groups.

However, it was the responsibility of

the college administration to protect college faculty from the demands of special interests. This was not done, and in its actions during the summer of 1943, the college administration violated the pamphlet author's academic freedom and placed in doubt the future of academic freedom at Iowa State College.

The information for this study was obtained from eleven interviews; from correspondence; from the files of Schultz and R. E. Buchanan, Experiment Station director; from periodicals; and from the literature.

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AGRICULTURAL NEWS SOURCES: A HISTORY AND A CATALOG

Thomas Weishaar, M.S.
University of Kansas, 1976
Adviser: Lee Young

The intention of this thesis is to provide the journalist an introduction to the American agricultural establishment.

The first section discusses the development of agricultural information and the groups that disseminated it, including early learned societies, the farm press, the government, and the universities.

The second section catalogs contemporary sources of farm news. Catalog listings include prices and addresses. Because the number of sources approaches infinity, many of the listings describe directories to sources rather than the sources themselves.

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THE ICONOCLAST: A READERSHIP SURVEY AND A STUDY OF THE HISTORICAL EVOLUTION OF AN UNDERGROUND NEWSPAPER

Richard H. Wells, M.A.
North Texas State University, 1975
Adviser: Douglas Starr

The problem of this study was an audience analysis of Dallas' weekly underground newspaper Iconoclast. A readership survey was mailed to 200 randomly selected subscribers to Iconoclast. Data were taken from the ninety usable questionnaires of those returned.

The study is organized into four chapters. Chapter I discusses problems, procedures, introductory material and recent and related studies. Chapter II is a history of Iconoclast. Chapter III is an analysis of data. Chapter IV presents summary, conclusions, and recommendations.

The data revealed the typical subscriber as having a mean age of 28.7, some college education, and higher than $10,000 yearly income. He obtains both exclusive and supplementary information from Iconoclast, and considers it an important but biased news source.

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SOCIAL ATTITUDES OF REPORTERS AND EDITORS ON TWO NEWSPAPERS--A COMPARATIVE STUDY

Philip C. Wescott, M.A.
Indiana University, 1975
Adviser: Cleveland Wilhoit

This study seeks to determine the social attitudes of reporters and editors on two small Indiana daily newspaper staffs, and further studies the social interaction within the newsroom.

Specific questions addressed include: 1) what kinds of backgrounds do these newsmen have; 2) are they like-minded in their social attitudes; 3) what information and opinion sources do they utilize; 4) how do these newsmen perceive their peers' social attitudes; and 5) how do management's attitudes differ from those of reporters.

The case study approach was employed, focusing on two accessible and cooperative newspapers. A self-administered questionnaire sought demographic data, influence of staff members, social attitudes, outside media sources, and the Kerlinger Social Attitudes Scale to quantify socio-political attitudes. Thirty-three of thirty-six questionnaires were returned and analyzed.

Few differences emerged in terms of age, education, journalistic experience, political party affiliation, or use of outside media sources. Contrasts emerged in length of time in that particular job and in assessment of co-workers' professionalism.

Influence of newsroom decision-making was unevenly distributed. Some differences on handling sensitive stories also emerged. Both papers employed persons of diverse political outlooks, and most staffers on both papers tended to be politically moderate.

Organizational differences may account for certain of the findings--one staff was more hierarchial. Both newsrooms were relatively free from top management direction and decision-making was shared by all editors and the reporters.

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A STUDY IN THE PHILOSOPHY OF PHOTOGRAPHY

Eddy Lee Wheeler, M.S.
East Texas State University, 1975
Adviser: W. J. Bell

The study analyzes and discusses the philosophy of photography to provide the educator and the student some answers concerning certain styles of photographic presentation.

The study analyzes the various subjective aspects inherent in visual communications. This investigation was an experiment to judge the results of a deliberate change in attitude toward photography. A number of subjects would need to be photographed and there was the unknown variable of technique expressed by Edward Weston, Aaron Siskind, and Henri Cartier-Bresson. Would it be possible for the investigator to get the same feel for a subject that they had had?

Individuals live in different perceptual worlds created by society, background, culture, education, and lifestyles. These variables in combination and controlled by inner needs dictate philosophies. It is possible to change philosophy from the straight method to the documentary style or from the formalistic to the equivalent and any combination of two. This can be done by virtually changing the thinking of the photographer.

It is difficult to make the transition unless the person doing so studies the pictures, thinks or concentrates on the change to be made, and starts right to work on the project. The investigator found that it was practically impossible to attempt to print examples from two different philosophies in one printing session.

This study indicated that there is a need for the educator to take into consideration the fact that not all visual statements made by a student photographer will be understood by the viewer.

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MARK TWAIN: PERSONAL JOURNALIST

Darrell E. White, M.A.
Kent State University, 1976
Adviser: Murvin Perry

This is a study of the newspaper career of Samuel Langhorne Clemens--in its entirety. It assesses Samuel Clemens, journalist, and his impact upon his times. It is based on his newspaper writings, the views of his contemporaries, and critical analyses by students of various aspects of his journalistic career.

It appraises Clemens' attitudes and aptitudes and offers an estimate of the position Clemens might occupy in American journalism had his first career not been so obscured by his position as America's greatest writer.

The study covers a quarter century from Clemens' start as a 12-year-old apprentice to the Missouri Courier at Hannibal until he laid down his editorial pen in Buffalo. At which point he abandoned his editor's chair; sold his interest in that city's newspaper, the Express; and turned his back on journalism in favor of a literary career that had already begun to flower.

By concentrating on Clemens' newspaper writings and excluding all his literary work except Innocents Abroad, Roughing It, and his Autobiography, the study is partially successful in divorcing the journalistic Clemens from his omnipresent literary counterpart. These books are included because one provides insight into Clemens' own thoughts on his newspaper days and the others are transitional works, deeply rooted in his journalism.

Clemens' capabilities are quickly apparent. For example, he found little difficulty joining the journalistic fraternity as humorist and personal journalist nonpareil in an era when newspapers were surfeited with both and competition was formidable. It seems logical to conclude Clemens would be at home in the company of today's advocate journalists. For his brand of personal journalism he was applauded by his peers among journalism's humorists. Most acknowledged his superiority; others, not so sure, reserved judgment or said so straight out. History favors Clemens.

Many fine examples of Clemens' excellent straight newsreporting exist although he readily acknowledges his difficulties in coming to terms with this exacting phase of journalism. Here, too, it seems fair to assume--as this study does--that Clemens would have little trouble making his way as feature writer, humorist, columnist, or news reporter in the fast moving world of present day journalism.

Clemens' brief editorial career also offers substantial evidence that he was a successful editor. This study concludes from the preponderance of available evidence that had Samuel Clemens chosen to stay in journalism he would probably be enshrined among top-ranked U.S. journalists in several categories rather than remaining a mere footnote in the history of the American press.

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MASS MEDIA GATEKEEPERS AND COMMUNITY DEVELOPMENT: ASPECTS OF ROLE, PERCEPTIONS, AND PERFORMANCE

Larry Robert Whiting, M.S.
Iowa State University, 1976
Adviser: J. Paul Yarbrough

Because of the [illegible] trend of decreasing population in many rural areas of the nation and subsequent decline in the social and economic sectors of many communities, the public has become concerned for the future of the rural community. The Rural Development Act of 1962 is an example of the concern.

Local media can play an important role within the community. In many cases the local newspaper is the only mass communication vehicle that crosses all strata of the community populace. It may play a part in setting the community agenda, provide information for decision making, and may even attempt to persuade the community to decide a matter one way or another.

Many community issues become controversial. In this case the newspaper editor-publisher can either ignore conflict, lessen conflict, or increase conflict. The gatekeeping function of the editor-publisher is important because he decides what is or is not published with such actions guided by his set of beliefs, values, and attitudes.

A questionnaire-interview was conducted with two sets of Iowa newspaper gatekeepers --one group of 15 gatekeepers whose newspapers had been consistent winners in the Iowa Better Newspaper Contest over a period of years and a second set of 16 gatekeepers from newspapers located in the Iowa rural development pilot project area (six counties).

Questions centered on personal attributes, professional attitudes, orientations toward the community, and attitudes toward community development. Analysis of variance tested 56 variables across type of newspaper (award versus project area) and circulation size (under 2,000, 2,000-4,000, over 4,000). Regression analysis was used to test 58 independent variables with six selected dependent variables, all associated with type of news and editorial treatment.

Expectations were that gatekeepers of the award-winning newspapers would have different attitudes about their professional roles and their community and that gatekeepers of larger newspapers also would differ significantly from smaller newspapers. These expectations were only weakly supported.

The multiple regression findings were more promising. Community orientations and professional orientations were quite strong predictors of behavior. In general, the gatekeeper who has the Chamber of Commerce dogma of community boosterism is less likely to score high with the variables we examined while the gatekeeper who follows the urban role of reportage is likely to deal with conflict. Situational constraints were not determinative; professional attitudes and attitudes toward the community were.

Consequently, there is promise for community development people to work with rural community newspaper gatekeepres via altering gatekeeper attitudes to bring about a change in performance or to identify and work with those gatekeepers who are prone to deal with community problems.

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IOWA'S OPEN MEETINGS AND PUBLIC RECORDS LAWS: A REVIEW AND ANALYSIS

William Lee Wickersham, M.S.
Iowa State University, 1976
Adviser: James W. Schwartz

This study dealt with Iowa's open meetings and public records laws (Chapters 28A and 68A, respectively, of the Code). It traces the law's legislative history from the first bills introduced through enactment and amendment actions to the present. It also describes and analyzes the attorney generals' opions and court cases bearing on the laws. Major issues and trends in these interpretations are noted and analyzed.

In both laws, major weaknesses from a "right to know" position were found. They included ill-defined terms subject to restrictive interpretation, overly-broad exceptions provisions, and inadequate enforcement procedures.

The study also treats four recent laws which affect one or the other of the basic access laws, or the access right generally: one which rewrote administrative procedures of state agencies; a public employees' collective bargaining act; a law systematizing the management of state records; and one dealing with access to computerized law enforcement information.

In conclusion, the study draws on the previous opinion and case analyses to rewrite Iowa's statutes (also using several "model" laws' provisions for suggested wording of the open meetings law and provisions of the federal Freedom of Information law as a guide in the public records law revision).

The appendices of the study list Iowa provisions on access to legislative and court proceedings and records, as well as a number of Code sections providing confidentiality to personal, medical, commercial, financial and law enforcement information.

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COMMUNITY ANTENNA TELEVISION AND ITS EFFECT ON UNITED STATES COPYRIGHT LAW REVISION

Virginia Leigh Wilder, M.A.
University of Georgia, 1975
Adviser: Charles Kopp

Copyright law in the United States, from the first statute of 1790 to the 1909 law currently in effect, has become increasingly complicated. Since passage of the 1909 act, the variety of copyrightable works has increased dramatically, but the statute has not proved flexible to cover them adequately.

As a result, the 1909 statute has been amended, with cumulative effect which has not been satisfactory. Revision efforts began in 1955, and since 1965 the major barrier to passage of a new law has been the sections dealing with community antenna television.

This thesis examines the development of community antenna television from the late 1950's and the serious questions about copyright liability which have troubled CATV proprietors, broadcast networks, the Federal Communications Commission, the Copyright Office, copyright owners, Congress and the courts.

A detailed analysis of copyright revision efforts begins with studies prepared and published by the Copyright Office in 1955 and progresses through Congressional, Copyright Office and Federal Communications Commission hearings, court cases, lobbying by special interest groups, and a plethora of revision bills.

The thesis analyzes the revision bill currently pending before Congress, comparing it to the present statute, and placing particular emphasis on Section 111, limitations on exclusive rights: Secondary Transmissions, dealing with community antenna television.

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THE GAY PRESS OF THE UNITED STATES: A HISTORY OF THE GAY COMMUNITY AND ITS PUBLICATIONS

Alan Douglas Winter, M.A.
University of Texas, 1975
Adviser: Gene Burd

The thesis traces the development of the gay community press in the United States over primarily the past 25 years, with emphasis on the homophile and gay liberation movements.

It is a history of the relationship between the emerging gay community and its print media, and demonstrates how those publications have contributed to the growth of the community. This study of the gay press covers newspapers, pamphlets, magazines, newsletters, leaflets, and picket signs. The thesis mainly concerns the gay male press, although reference is also made to gay women's journalism.

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THE EFFECT OF SELECTED DEMAND CHARACTERISTICS ON RESPONSES TO THE ROKEACH VALUE SURVEY

Jo Anne Durkee Young, M.A.
Southern Illinois University, 1974
Adviser: L. Erwin Atwood

The study was an experimental examination of the effect of selected demand characteristics on responses to the value of Salvation found within the Rokeach Value Survey.

Through the Posttest-Only Control Group Design an attempt was made to determine whether or not cues conveyed by the name of a sponsoring agency or the person of the researcher had an effect upon subjects' responses to a measuring instrument. The specific question answered by the study was as follows: Will cues conveyed by reference to the Carbondale Ministerial Association or by a Catholic priest have an effect upon subjects' rankings of the value of Salvation found within the Rokeach Value Survey?

The results of the Mann-Whitney U Test of difference demonstrated rather conclusively, that the demand characteristics associated with sponsorship and the person of the researcher did not affect subjects' rankings of Salvation.

In essence, the study's findings provide assurance to research agencies that their names and their researchers will not affect the reliability and validity of subjects' rankings of the value of Salvation. Furthermore, when the study's findings are generalized to the entire Value Survey, they validate Rokeach's basic assumption that responses to the Value Survey are not influenced by stimulus material.

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THE EDITORIAL VIEW OF FIVE TEXAS NEWSPAPERS IN REGARD TO RICHARD M. NIXON AND THE WATERGATE AFFAIR, JUNE 17, 1972, THROUGH AUGUST 9, 1974

Beatrice T. Zeeck, M.A.
Texas Tech University, 1975
Adviser: Alexis S. Tan

The question of fairness from the so-called eastern establishment press and from the television networks was frequently discussed during the period of the Watergate affair. Because Texas politically can be ranked with middle America and a strong conservative voting record, it is important to know what Texas newspapers said editorially. This, then, is the basis for this thesis.

The five newspapers chosen for the study were the *Houston Chronicle*, the *Dallas News*, the *Corpus Christi Caller*, the *Austin American-Statesman*, and the *Lubbock Avalanche-Journal*. The choice was made primarily on the basis of distribution of circulation.

The study presents a selection of editorials commenting on key turning points in the unraveling of the Watergate story. Each series of editorials is preceded by a summary of news events relating to editorial content. The study concludes with a brief historical perspective of the intent of the First Amendment to the Constitution and the value of the 849 editorials included in the study in the light of this amendment.

It was found that four of the five newspapers were slow to recognize any broad political implications in the Watergate break-in; all were reluctant to link President Nixon to the break-in; all endorsed Richard Nixon for election in 1972; all had confidence in Special Prosecutor Leon Jaworski and none rejected the July, 1974, Supreme Court decision in his favor; and all agreed that Nixon's foreign and domestic policies were to be considered separately.

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A DESCRIPTIVE AND EXPERIMENTAL ANALYSIS OF HUMOR'S EFFECTIVENESS IN ADVERTISING

George Zissimopulos, M.A.
University of Florida, 1976
Adviser: L. J. Hooper

The purposes of this study were twofold. First, a descriptive account of humor's effectiveness in advertising was given which included a survey of seventeen creative directors of America's fifty largest advertising agencies.

An experimental 2 X 2 X 3 research paradigm was utilized for a verification of humor's effectiveness in advertising. This design included the following factors: two clubs (Jaycee Auxiliary and Homemakers Club), two versions (non-humorous and humorous advertising versions), and three media (television storyboard , radio, and magazine).

The Jaycee Auxiliary Club was younger, wealthier, and better educated than the Homemakers Club. Ninety women from three north central Florida counties participated in this study.

The humorous advertising presentation was preferred in television followed by magazine and radio media. The non-homorous presentation was preferred in the magazine media followed by television and radio.

The non-humorous version was considered non-humorous while the humorous version was considered slightly humorous.

Aesthetically, the humorous version was considered slightly interesting, different, and good. The non-humorous version was considered plain, normal, dull, and bad.

Consumer acceptance for both presentations was limited. Also both versions were considered non-persuasive. No support was evident for the subjects' behavioral intention to try the advertised product.

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THE HISTORY OF CAMERA MAGAZINE: 1922 TO 1975

Delbert Dayle Zogg, M.A.
Syracuse University, 1976
Adviser: Thomas A. Richards

In the 135+ years since the invention of photography, many journals have appeared devoted to the art, craft, and science of the medium. These journals have reflected various attitudes toward photography and its uses. Several of these journals have had a profound effect on how the medium has grown.

One journal, CAMERA (C. J. Bucher, Ltd.), began publishing over fifty years ago in the city of Lucerne, Switzerland. It began as a house organ for one of Europe's finest printing houses and has grown in stature and reputation to become, in the minds of many, the finest photographic journal in the world.

It was the purpose of this thesis to investigate the evolution of this journal from its beginning to the present day. This investigation attempted to determine the reasons for the continued publication of this journal and its growth in stature and popularity.

The thesis is comprised of an introduction, chapters on the history of CAMERA, opinions of various members of the photographic community on the journal, transcripts of interviews with the current editor and written responses to questions of a past editor, and a conclusion. An appendix, containing a translation of an article on CAMERA, is also included as a portion of the thesis.

To investigate the history of one photographic journal one must consider other journals that have been similar. The author has chosen several that cover a wide range of attitudes toward photography. A short study of these journals will be used in contrast to the historic study of CAMERA. It is hoped that this comparison will give some indication for CAMERA's continued publication and growth in popularity.

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A CONTENT SURVEY OF SUBURBAN DAILY NEWSPAPERS IN THE DALLAS-FORT WORTH METROPLEX

Thomas B. Arnold, M.J.
North Texas State University, 1976
Adviser: Reg Westmoreland

This study compares the May, 1974 and May, 1975, editions of suburban daily newspapers in the Dallas-Fort Worth metroplex. The purposes of the study were to determine how, when, and why suburban daily newspapers in the metroplex altered their editorial content and to evaluate the effects of the changes on circulation.

The thesis is organized into five chapters. Chapter I introduces the study. Chapter II gives a historical overview. Chapter

III analyzes the data. Chapter IV contains conclusions, and some which emerge from this study include: 1) Suburban newspapers have small editorial staffs. 2) Eight of the newspapers altered their content. 3) The changes helped them maintain or increase their circulation. 4) All of the editors responding to the questionnaire said that local news and sports were their primary goals.

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Timothy John Berry, M.A.
University of Oregon, 1974
Adviser: Charles Duncan

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